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U. S. DEPARTMENT OF AGRICULTURE

CONSUMERS'

CONCEPTS OF FABRIC

A MARKETING STUDY OF THE RELATIVE IMPORTANCE OF
FABRIC CHARACTERISTICS IN
THE SELECTION OF WOMEN'S CLOTHING

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PREFACE

This is one of a series of experimental studies undertaken by the Market Development Branch, Marketing Research Division, Agricultural Marketing Service, to investigate concepts and techniques used in agricultural marketing research and thus contribute to a greater understanding of the many factors involved in the marketing process. This study is a part of a broad program of continuing research aimed at expanding the markets for farm products.

The study was a joint undertaking of the Agricultural Marketing Service and the Pennsylvania State University. Participating in the planning of this research were Trienah Meyers of the Agricultural Marketing Service and M. E. John of the Pennsylvania State University.

The basic research design for the study, the technical supervision, and the analysis were the responsibility of Francena Nolan, Pennsylvania State University, assisted by Milton Jacobs and Daniel B. Levine of the Agricultural Marketing Service.

The research project was designed in two stages. The objectives of the first stage, reported on here, were to determine the relative importance to consumers of characteristics of fabric in a woman's dress, the suitability of various fibers for different situations such as work, formal social occasions, relaxation, and the like, and satisfaction with the performance of the fabric in a dress owned as well as satisfaction in general with performance of the various fibers. A later report will analyze the stability of the ratings of the characteristics and of the mental images held by women of various fibers over time.

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SUMMARY

In ranking a pre-selected list of fabric characteristics in women's dresses, three characteristics stood out as important to women as consumers regardless of occasion or season: (1) Ability of the fabric to hold shape; (2) degree to which the fabric will or will not wrinkle; and (3) color fastness. Cost was also an important consideration even though homemakers may be willing to pay quite different amounts for a dress. The income level of consumers may vary, but even those at the upper end of the economic scale do not ignore costs.

Practical considerations, such as amount of shrinkage and ease of cleaning, were considered more important for street dresses than for special occasion wear. Esthetic considerations such as range of color and appearance of the weave received more attention for dresses for special occasions than for street wear.

Altogether, the ratings of these fabric characteristics suggest that consumers are interested in looking well groomed in esthetically pleasing fabrics requiring a minimum of upkeep.

When the criteria were related to the most recent dress purchase, appearance of weave, color, and feel, turned out to be the most influential of the fabric characteristics in the selection process. Yet these were not the characteristics considered most important in the ratings reported above. Some of the difference is accounted for by the fact that the manufacturers adequately provide various of the characteristics through standardized performance. For example, respondents indicated that color fastness, shrink resistance, and ability to hold shape were likely to be standardized, and these were not considered in the purchase decision. In addition, experience may play an important role in that selected characteristics are assigned certain values on the basis of habit, which limits their influence at the time of purchase.

In most respects, then, manufacturers of women's dresses appeared to be doing an excellent job in meeting the needs of consumers. Improvements such as wrinkle resistance, no-iron, and nonsag made in the past few years are rapidly being accepted as essentials in a fabric. However, in some areas, the characteristics have not yet met the hopes of all consumers. There is still room for product improvement.

Reaction to or evaluation of the fabric in the dress was also strongly affected by the interrelationship of fabric, style, and workmanship. When asked to compare the importance of these 3 items, 85 percent of the women placed style at the top. Thus, it appears that style, the most subjective of considerations, is given priority in decision making and, as a result, purchasers may be less critical of the performance characteristics of the fabric.

Cotton was judged the most versatile fiber. For summer use, it was considered suitable for all situations by a substantial majority of the respondents. For winter use, its versatility was also evident, although it received less than majority acceptance for formal and special occasions wear. Wool was favored in the winter for town and special occasions wear.

Linen was accepted by more people in the summer than in winter, and for town and special occasion wear to a greater extent than for formal or work situations. Rayon was associated with town, special occasion and, to a lesser extent, with formal wear irrespective of season. Nylon was considered suitable by most people for special occasion and formal wear in either summer or winter, and town wear for summer.

In their own wardrobes, however, many individuals did not choose among all these alternatives -- 43 percent did not wear dresses of linen or wool and 51 percent did not wear nylon.

These data were collected in the city of York, Pa., in December 1955 - February 1956, from 2,133 homemakers in households containing both a husband and a wife.

CONSUMERS' CONCEPTS OF FABRIC

A Marketing Study of the Relative Importance of Fabric Characteristics in the Selection of Women's Clothing

Francena L. Nolan and Daniel B. Levine 1/

INTRODUCTION

In this day of mass production and complex distribution, direct communication between producer and consumer is no longer possible or feasible. As a result, the producer has turned to market research as a basis for prediction of the consumer's reaction. Many studies have been conducted to investigate preferences for one commodity over another, or comparative response to different methods of merchandising. Results of this research have indicated choices made among available alternatives, and have also led to attempts to delineate the underlying characteristics of the commodities which consumers use in deciding on a particular item. Still greater knowledge of the attributes of a commodity which are important to the consumer could contribute to a realistic basis for product improvement.

In addition, information concerning the consumer's concept of a given commodity, its appropriateness in certain situations, objections associated with it, and mental images concerning it, will provide a more basic understanding of consumer behavior than preference alone.

In the marketing relationship the consumer has one primary goal in obtaining goods -- getting what he wants for the price he can pay. The producer, however, is driven by two forces -- producing what the consumer wants and keeping ahead of his competition at a profit. It is this latter push which provides the impetus to improve raw materials, introduce new manufacturing techniques, and attempt to create that unusual something in the commodity that will differentiate it from other similar items in an advantageous manner. From time to time the consumer may actually change his ideas about what he wants because of the introduction of new attributes or the focusing of promotion on existing attributes which are given new values.

The individual's idea regarding the characteristics of a commodity that are important may develop through actual use, by the observation of others using it, and by the presentation of convincing arguments concerning

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its merits. When a new attribute is first introduced most consumers may attach little importance to it because they have not yet come to expect it in the commodity. But as more and more people use the commodity with the additional attribute and are exposed to advertising of it, more people come to expect the given attribute to be a part of the commodity.

To measure the importance of some of the statements above, the following hypotheses were established as a basic framework for the study:

1. The characteristics of a commodity with which all socio-economic levels have had experience would probably be rated the same by the different levels. - In situations involving choices among attributes, the consumer needs to develop some way of ranking the importance of various characteristics, which in time may settle into a relatively stable position. Such a possibility would be particularly likely if the commodity had been in use a long time and if improvements or changes had not been revolutionary.
2. Actual decisions by consumers in the market place may be based on characteristics outside of the major core because the primary concerns are already met by the manufacturer. - Certain attributes of a commodity are inherently associated with the primary functions of the item, i.e., the use of clothing as a covering for social reasons, for warmth, and for protection. Others, however, are outside the central core but come to be associated with the major purpose of the item and usually relate to some overall value acceptable to the individual, such as the style of garment that is particularly pleasing to the individual. As the economy expands, increased attention is focused on the fringe benefits associated with various basic functions so that an individual comes to evaluate on a wider basis of attributes. Since the producer must of necessity attempt to please the consumer, many of the attributes most important to the consumer will be incorporated in all such products, so that so-called secondary attributes may be the final determinant in the selection process.
3. In spite of the cost of the dress, consumers will be relatively well satisfied with the performance of the fabric in the dress. - Although similar ratings may be given to various characteristics by women regardless of their own socio-economic differences, each woman may spend a different amount of money on the dresses she purchases. If price is a reflection of quality of fabric, as well as style and workmanship, it can be assumed that the fabric will possess attributes in varying degrees. Yet, expectation of performance is based on experience and if one has not experienced top performance, one tends to be satisfied with less. Satisfaction may be based not on perfection but on the fulfillment of expectations.
4. Satisfactory performance for given characteristics will differ with the type of fiber. - Just as experience affects expectations, so it also comes to define the meaning attached to the various type of fibers. Thus, certain fibers are associated with specific types of performance of given attributes even though changes in the manufacturing technique may change performance.

5. The pictures which people have of various fibers will differ by socio-economic level. - With use, fibers come to be considered as more or less appropriate in certain situations. Ideas such as "cotton for housedresses," the "good silk dress," or "wool only for winter," tend to persist past the time justified by reality. These concepts also are related to the experience which the individual has had with the fiber. Experience may also vary with income, education, and occupation.

Fabric in dresses was selected as a vehicle of study instead of the dress itself because style may have many meanings. In addition, styles are easily changed; changing the attributes of the fabric, on the other hand, is somewhat more difficult but is nevertheless important because of the expanding uses of the different fabrics. For these reasons one would expect the consumer to be able to do a better job of analyzing the characteristics of the fabric which were important to her in a given situation.

METHODOLOGY

Variation in concepts about fabrics arising out of differences in background can be determined only with a sample sufficiently large and diversified to permit the isolation of homogeneous subgroups. Population characteristics such as age, years of schooling, marital status, number in household, income, and occupational distribution were ascertained from the United States Census for various cities in Pennsylvania. The city of York was selected as providing sufficient diversity to permit study of variations in concepts concerning fabrics; at the same time the city apparently was lacking special characteristics that might give rise to biased or unique attitudes. The study was limited to married women in private households containing both husband and wife.

Sample Design

Since one of the major objectives of the study was to determine the stability of criteria homemakers used to evaluate fabric, it was necessary to design the sampling procedure in such a way that reinterviewing of respondents at different points in time could be done with a minimum of bias arising out of learning in the interview situation. It was feared that the more frequent the reinterview the more likely the respondent would be to remember her previous response which would bias the data toward greater rather than less stability. To control this, it was decided to select four separate but comparable subsamples. As eligible homemakers were located they were assigned to the subsamples consecutively. All subsamples were initially contacted at the same time.

Those homemakers in subsamples 1, 2, and 3, were interviewed and the same type of information obtained from all. The eligible families assigned to subsample 4 had only the name and address listed. This latter subsample was held as a control. The first round of interviewing was done in December 1955 through

February 1956. Subsample 1 was reinterviewed in May - June 1956, subsample 2 in September - October 1956, and subsample 3 in January - February 1957. In October - December 1957 the final round of interviewing was done using subsample 1 for the third time and subsample 4 for the first time. The scheme of interviewing is illustrated below.

1 Dec. '55 - Feb. '56	2 May - June '56	3 Sept.-Oct. '56	4 Jan.-Feb. '57	5 Oct.-Dec. '57
Subsample 1	Subsample 1	--	--	Subsample 1
Subsample 2	--	Subsample 2	--	--
Subsample 3	--	--	Subsample 3	--
	--	--	--	Subsample 4 ^{1/}

^{1/} Control group not previously interviewed, although contacted at period 1.

A comparison of the control sample with subsample 1, for statistically significant differences in concepts about fabric will provide a basis for determining if any observed change since the first interview was actually a real change arising out of social forces or was the effect of successive interviewing.

Sample Size and Selection

It was felt that approximately 700 homemakers should be included in each subsample with the expectation that after refusals, moves out of the community and changes creating ineligibility were deducted, a sample of 600 would remain. The total number desired in the original overall sample was therefore 2,800. Considering both the desire to make the sample representative and likewise to keep the cost as low as possible, it was decided to select systematically approximately 140 starting points and from each starting point to interview 20 families in the area. To establish the beginning points the telephone directory was used. The columns were counted and found to total 286 with two columns to each page yielding 143 sections. A list of random numbers was used to select an address within each section. From each starting point the interviewers were to proceed by the following instructions:

Each address given you by the supervisor is a starting point for interviewing. Determine the eligibility of this family and if eligible, interview the homemaker. Proceed from this point on the same side of the street to the next higher numerical address. Obtain schedules from each eligible homemaker except every fourth one. From every fourth homemaker record name and address only.

This can be obtained from a neighbor but try to check accuracy such as asking also at the next house. If the homemaker at an address selected for interviewing is not at home, make two call-backs at different times of day or at times when according to any information you gather from others she is likely to be at home. You will continue down the street until 15 questionnaires have been completed and the address and name for five other eligible families have been obtained. If in this process you (1) run into another sampling area or (2) come to the end of the street, go back to the beginning address and proceed in the opposite direction (down numerically) on the same side of the street. If again you come to houses visited as a part of another sample or come to the end of the street before you have obtained the necessary number of schedules, return to your original address, proceed to the first corner up the street and turn without crossing; on this street take houses in consecutive order until the given number is obtained (15 schedules, 5 names and addresses).

The original 143 starting points failed to yield the expected number of records. The second drawing of 15 starting points was done in the same manner.

The bulk of the data for this report was obtained from the first wave of interviewing of 2,133 persons comprising subsamples 1, 2, and 3. Because of nonresponse, the number of cases shown in each of the tabulations may differ slightly from the total shown above.

Characteristics of the Sample

It was impossible to check the representativeness of the final sample selected by comparing its characteristics with that of the total population of York, Pa., because the only source of information was the United States Census which was taken 6 years earlier. During this period the composition of the population of York had undoubtedly changed. Furthermore, since only homemakers in families containing a "husband and wife" were interviewed, there was no comparable census classification. The argument for the representativeness of the sample must be left to the method of its selection.

Approximately 70 percent of the homemakers interviewed were between 20 and 49 years of age. Only 11 percent were 60 years or over. About one-half had high school or more training, 22 percent started high school but had dropped out before completion. Only 9 percent had not completed the eighth grade.

The number of family members living at home was rather small. Twenty-nine percent of the families included only the husband and wife; an additional 26 percent contained a third person. Ninety-two percent of the families included no more than five members.

Eighty percent of the women were full-time homemakers. Of the 20 percent of the homemakers who were employed outside the home about one-half worked in operative and clerical positions.

Since a majority of the wives were full-time homemakers, the occupation of the husband was used as the indicator of differences in occupational status. One-fourth of the husbands were in occupations classified as craftsmen's positions; 19 percent as operatives; 16 percent in managerial positions; and 14 percent in professional positions.

Twelve percent of the families had an annual income of less than \$3,000 and a like percentage received over \$7,000. Most of the families, 76 percent, had incomes between \$3,000 and \$7,000 (table 1). Median family income was \$4,400. This compares with a median of \$3,293 for all families in York, Pa., at the time of the 1950 Census.

Table 1.--Selected characteristics of 2,133 families studied in York, Pa.

Characteristics	Number	Percent
<u>Age of homemaker</u>		
19 years and under -----	41	2
20 - 29 -----	472	22
30 - 39 -----	616	29
40 - 49 -----	450	21
50 - 59 -----	318	15
60 - 69 -----	174	8
70 years and over -----	57	3
Total -----	2,128	100
<u>Last year of school homemaker completed</u>		
1 - 7 years -----	182	9
8 - years -----	383	18
9 - 11 years -----	476	22
12 - years or high school graduate -----	760	36
13 - 15 years -----	222	10
16 - years or more -----	107	5
Total -----	2,130	100
<u>Number in family</u>		
2, husband and wife only -----	611	29
3 members -----	561	26
4 members -----	530	25
5 members -----	258	12
6 or more -----	173	8
Total -----	2,133	100
<u>Occupation of homemaker</u>		
Housewife -----	1,689	80
Professional -----	47	2
Manager -----	31	1
Clerical -----	89	4
Sales -----	72	3
Craftsman -----	9	1
Operative -----	124	6
Household -----	18	1
Service -----	50	2
Total -----	2,129	100
<u>Occupation of husband</u>		
Professional -----	286	14
Farmer -----	2	0
Manager -----	329	16
Clerical -----	154	7
Sales -----	192	9
Craftsman -----	542	26
Operative -----	393	19
Household -----	1	0
Service -----	92	4
Laborer -----	108	5
Total -----	2,099	100
<u>Family income</u>		
Less than \$1,000 -----	13	1
\$1,000 - \$1,999 -----	48	3
2,000 - 2,999 -----	163	8
3,000 - 3,999 -----	496	26
4,000 - 4,999 -----	578	30
5,000 - 6,999 -----	390	20
7,000 and over -----	238	12
Total -----	1,926	100

SURVEY RESULTS

Rating of Fabric Characteristics

When a consumer buys a dress she must choose among alternatives. In making her selection, she may analyze the garment in terms of such factors as style, fit, workmanship, and fabric. She may consider one or all of these factors. Each of these major considerations include a variety of sub-categories which can be evaluated individually. In this study only one factor, fabric, was given consideration. To discover the relative importance of the characteristics or attributes of fabric, the following list was prepared:

Ability to hold shape	Degree of warmth or coolness
Amount of shrinkage	it provides
Appearance of the weave	Degree to which it will show
Color fastness	or pick up soil
Color	Degree to which it will wrinkle
Cost	Durability
Degree of sheerness	Ease of cleaning
	Ease of pressing or ironing
	Feel on skin

This list was checked by specialists in textiles as well as by homemakers for completeness in describing the basic characteristics which consumers use in making selection of fabric.

Homemakers were asked to rate each characteristic on a four-point scale in terms of its importance to them. Each homemaker was given a piece of poster board approximately 14" x 10," marked in four equal divisions numbered 1, 2, 3, and 4. Division 1 was labeled "Most Important," and division 4, "Least Important." Divisions 2 and 3 were not labeled. Each characteristic of fabric was typed on a 3 x 5 card and the homemaker was asked to place the cards in the division which best described the importance of the characteristic to her. This was replicated for a street dress for winter, a street dress for summer, special occasion dress for winter, and special occasion dress for summer.

The ratings of the characteristics were averaged by using the number of the division in which the card was placed as the score. Methodologically this was considered to be feasible, since only the ends of the continuum had been labeled with words and the two middle divisions could be assumed to be equal distance from the ends.

The result of these ratings indicate three characteristics -- ability to hold shape, wrinkle resistance, and color fastness -- to be among the highest in importance regardless of season or occasion (tables 2 and 3). Homemakers were also concerned about degree of warmth (or coolness) offered by the garment, as well as its cost. The importance of "feel on the skin" was undifferentiated by situation, but it was rated somewhat lower.

Amount of shrinkage, and ease of cleaning, were rated high for street dresses; range of color was more important for dresses for special occasions. Practicality thus was a major consideration in those garments which were worn as frequently as a street dress, whereas other considerations such as a becoming color, were important in a special occasion dress where one may be more concerned about looking one's best at the moment and somewhat less concerned with long use considerations. Degree of sheerness was rated fairly high in summer dresses but was less important in winter.

Ease of ironing was considered most important for a summer street dress; least important for winter dresses of either type. Appearance of the weave, on the other hand, was rated relatively low in all situations. Apparently this attribute is considerably less important to the consumer than others which perhaps affect to a greater extent the garment's wearability, ease of care, or, as in the case of color, becomingness to the individual.

Table 2.--Relative rankings of 14 characteristics of fabric in dresses, for selected situations

Fabric characteristics	Street dress		Special occasion dress	
	Winter	Summer	Winter	Summer
Ability to hold shape -----	1	6	1	2
Amount of shrinkage -----	6	5	12	9
Appearance of weave -----	13	13	9	12
Color fastness -----	3	2	8	5
Range of color -----	11	9	3	4
Cost -----	2	8	4	6
Degree of sheerness -----	14	10	14	8
Degree of warmth or coolness provided -----	4	1	11	3
Degree it will show soil -----	8	11	6	11
Degree it will wrinkle -----	5	3	2	1
Durability -----	9	12	13	13
Ease of cleaning -----	7	7	5	10
Ease of pressing -----	10	4	10	7
Feel on skin -----	12	9	7	9

Table 3.--Mean rankings of relative importance of characteristics of fabric in dresses for selected situations *

Characteristics of fabric	(Rank 1 - most important, rank 4 - least important)									
	Street dress				Special occasion dress					
	Winter		Summer		Winter		Summer			
	Number reporting	Mean rank	Number reporting	Mean rank	Number reporting	Mean rank	Number reporting	Mean rank		
Ability to hold shape -----	2037	1.58	2038	1.72	2022	1.59	2016	1.64		
Amount of shrinkage -----	2031	1.91	2033	1.68	2021	2.39	2012	2.04		
Appearance of weave -----	2034	2.60	2036	2.75	2021	2.28	2010	2.53		
Color fastness -----	2030	1.83	2036	1.47	2020	2.22	2008	1.78		
Range of color -----	2036	2.12	2037	2.03	2022	1.73	2014	1.75		
Cost -----	2035	1.80	2038	1.86	2022	1.90	2014	1.95		
Degree of sheerness -----	2035	3.05	2037	2.06	2021	2.79	2014	1.98		
Degree of warmth or coolness provided -----	2035	1.86	2036	1.46	2021	2.38	2010	1.72		
Degree it will show soil -----	2036	1.95	2034	2.10	2023	2.13	2014	2.16		
Degree it will wrinkle -----	2034	1.89	2034	1.56	2020	1.69	2010	1.55		
Durability -----	2034	1.99	2037	2.25	2022	2.57	2016	2.63		
Ease of cleaning -----	2035	1.94	2032	1.81	2021	2.12	2011	2.10		
Ease of pressing -----	2037	2.01	2037	1.62	2023	2.32	2013	1.97		
Feel on skin -----	2037	2.14	2039	2.03	2023	2.19	2017	2.04		

*Significant at 1 percent level by analysis of variance test.

Mean differences in rating of characteristics in relation to such factors as income, education, occupation groupings were at times statistically significant. However, these differences were small and showed no consistent trends (tables 52 - 56). Statistical significance was due in large part to the great number of cases. It seemed apparent from the data that the relative importance of the characteristics of fabrics was fairly similar in all strata of society. This was not surprising when one remembers that performance was described but no attempt was made to define the level of performance expected for each characteristic. Wrinkle resistance for the high income person whose experience included top quality fabric may be quite different from wrinkle resistance for a low income person with experience only with inexpensive fabrics.

It is apparently possible for the relative importance of a given characteristic to be similar for various strata of society even though experience and, hence, definitions of adequate performance may differ. In addition, for many of the characteristics, there has been sufficient time for many of the characteristics to acquire similar rating of importance through use, advertising, and observation.

Definition of Selected Fabric Characteristics

For the attributes of color, degree of sheerness, appearance of weave, and feel on the skin, the rating of relative importance did not describe the specific nature of the attribute the homemaker desired for the four uses described earlier. To clarify this concept, homemakers were asked their choice of color, their preference among samples of weave and degree of sheerness, and in terms of feeling on the skin, the fabric preferred above others, and the one not liked.

Preference for color of dress.--Black and navy blue were the most preferred colors for winter dresses (table 4). For a special occasion in winter a black dress was preferred by 44 percent of the homemakers. In summer, pastel colors were favored, with blue being mentioned by almost as many persons as mentioned all other colors. These data support the tradition of the "good black dress" for winter wear and the use of light colors for summer. It is also interesting that no single color was an overwhelming choice.

Table 4.--Color selected as first choice for dresses in various situations reported by 2,133 homemakers

Color	Street dress		Special occasion dress	
	Winter	Summer	Winter	Summer
	Percent		Percent	
Navy blue -----	26	7	17	8
Black -----	21	1	44	4
Pastel blue -----	3	29	5	24
Other pastel colors -----	5	32	10	37
Red-light, cherry, rose red -----	4	2	5	2
Medium blue -----	6	5	4	5
Dark colors-maroon, brown, purple, dark green -----	10	1	4	1
Gray-light and charcoal -----	10	2	3	2
Other-dark gold, yellow, orange, prints, medium green, medium copper, brown -----	13	19	5	14
No information -----	2	2	3	3

Choice of weave.--To determine the type of weave preferred for different occasions homemakers were given numbered cards to which samples of similar shade of brown cotton fabric in a plain, satin, twill, and pile weave were attached. They were asked to indicate which sample they preferred for each of the following situations:

Street dress, winter	Special occasion dress, winter
Street dress, summer	Special occasion dress, summer

It would have been desirable to show weaves in different fibers. However, this was not possible within the time considered feasible for the interview. Therefore all samples shown were cotton and color was held constant for each series. The only variable then was the single attribute being investigated.

For a street dress in the winter, twill was selected by about one-third of the homemakers, pile and plain by a slightly smaller proportion (table 5). Satin was selected by only 16 percent. For a special occasion dress, satin was the favorite, preferred by 48 percent. In summer, twills and piles were rejected in favor of the plain weave for street wear and satin for special occasions.

It must be remembered that the preferences given here were restricted to the cotton samples shown. Preferences for weaves in other fibers might differ. In spite of the limitation, it would seem that women liked a "smooth plain weave" for street dresses, regardless of season.

Table 5.--Type of weave preferred by 2,133 homemakers in various situations

Choice of weave	Street dress		Special occasion dress	
	Winter	Summer	Winter	Summer
	Percent		Percent	
Plain -----	27	59	15	34
Satin -----	16	35	48	54
Twill -----	32	4	18	3
Pile -----	23	<u>1</u> /	10	<u>1</u> /
No information -----	2	2	9	8

1/ Less than 1 percent.

Degree of sheerness preferred.--To obtain a definition of sheerness five samples of different weight white cotton fabric, ranging from organdy (very sheer) to Indian Head (quite heavy), were mounted between cards from which the centers were removed so the translucent qualities could be compared. Homemakers were asked to indicate which sample they preferred for a dress in four types of situations. The lighter weights, organdy and batiste, were rejected by most people for the winter season (table 6). In summer, about two-thirds preferred batiste or broadcloth for street wear. The more sheer samples were considered preferable for special occasions.

Table 6.--Degree of sheerness preferred by 2,133 homemakers for various situations

Material	Street dress		Special occasion dress	
	Winter	Summer	Winter	Summer
	Percent		Percent	
Organdie -----	1	14	6	21
Batiste -----	2	33	12	43
Broadcloth -----	21	30	30	18
Sheeting -----	27	7	18	4
Indian Head -----	43	15	24	8
No information -----	6	1	10	6

Preference for feel on skin.--Respondents were asked to indicate their preference among samples in terms of feeling on the skin. These preferences were completely divorced from the type of garment to be worn. The five samples used were made of rayon, cotton, wool, linen, and nylon of comparable weights and textures. The samples were made by a fabric testing laboratory to have the same size thread, number of threads per square inch, and type of weave. Each sample was attached inside of an opaque plastic bag. The respondents examined the samples by inserting one hand and wrist into the bag to touch the sample. Choice was made only on the basis of feeling with no indication of the fiber content disclosed. Homemakers were asked to indicate if there was any sample they did not like and if there was one they preferred above the others. Forty-one percent mentioned wool as the fabric not liked, followed by cotton (about one in four), and linen (table 7). An additional one-fourth did not dislike any sample. On the positive side, one-half of the respondents chose the rayon sample as having the most pleasing feeling; far down the line as second choice was nylon, preferred by some 15 percent (table 8).

Table 7.--Fabric not liked for its feel on the skin,
reported by 2,133 homemakers

Fabric	Percent ^{1/}
Wool -----	41
Cotton -----	22
Rayon -----	11
Linen -----	17
Nylon -----	10
None -----	25
No information -----	^{2/}

^{1/} Percentages add to more than 100 because respondents named more than one fiber

^{2/} Less than 1 percent.

Table 8.--Fabric preferred for its feel on the skin,
reported by 2,133 homemakers

Fabric	Percent
Wool -----	6
Cotton -----	5
Rayon -----	51
Linen -----	9
Nylon -----	15
None preferred -----	14
No information -----	^{1/}

^{1/} Less than 1 percent.

Characteristics Important in Selection of a Dress

To test the hypothesis that the most important characteristic of a fabric may not be the one that is most influential in the decision making process, homemakers were asked in an open question what there was about the fabric in the last dress they had purchased and worn several times which made them choose it. Their answers were classified in terms of the attributes of fabric described earlier. The phrasing of the question encouraged respondents to give reasons for choosing the fabric of a dress even though consideration at the time of purchase may have centered on style, workmanship, or fit, instead of fabric. Even though the characteristics of the fabric may not have been a salient factor in the decision making situation, they may be pertinent in evaluating the satisfaction which the consumer will receive from her purchase.

In the previous questions (tables 2 and 3) ability to hold shape had been rated as highly important regardless of season or occasion and amount of shrinkage was rated as of medium importance. However, few homemakers mentioned these as influencing the selection of their own dresses. Weave was mentioned by 40 percent, range of color by 24 percent, and feel on the skin by 21 percent (table 9). Yet these characteristics had not been rated so universally applicable or so important as some of the others. Color fastness and amount of shrinkage were mentioned by less than 1 percent. These data suggest that consumers have little difficulty in finding fabrics which meet the more important criteria, and therefore consumers make decisions on the basis of characteristics rated as less important.

Table 9.--Characteristics of fabric which influenced choice of last dress bought, reported by 2,133 homemakers

Characteristics of fabric	Number	Percent ^{1/}
Appearance of weave -----	844	40
Color of dress -----	507	24
Feel on skin -----	444	21
No characteristic of fabric -----	371	17
Degree of warmth or coolness -----	261	12
Wrinkle resistance -----	249	12
Ease of cleaning -----	223	10
Durability -----	171	8
Ability to hold shape -----	139	7
Ease of pressing -----	39	2
Amount of shrinkage -----	4	^{2/}
Color fastness -----	3	^{2/}

^{1/} Percentages add to more than 100 because respondents named more than one characteristic.

^{2/} Less than 1 percent.

It must also be borne in mind that decisions are a function of many things, including past experience, discussion with others, shopping and so on, so that the only factors considered at the time of purchase may be those still remaining unanswered. Additional evidence in support of this view was that 17 percent of the group mentioned no characteristics of fabric as influencing their choices of the last dress bought.

Characteristics provided by the manufacturer.--The discrepancy which seemed to exist between the characteristics of fabric rated as most important in general and those mentioned as salient in the purchase decision led to the development of the idea that the manufacturer may adequately provide for some of the characteristics of fabric. At the revisit to subsample 3 in January-February 1957, respondents were asked to distinguish between those characteristics of fabric which the manufacturer takes care of so well that respondents give it only slight consideration in buying a dress, and those they consider in arriving at a decision. For those given little consideration, a further question was included concerning the availability of choice of standardization.

One-half or more of the respondents considered 7 of the 14 characteristics in purchase decisions (table 10). Cost, soil resistance, and color were mentioned by the largest proportion of respondents.

Color fastness, shrink resistance, and ability to hold shape were the characteristics which respondents considered standardized by the manufacturer. Wrinkle resistance, appearance of the weave, and feel on the skin were most likely to be mentioned by respondents as ones in which the manufacturer provides choice. These data further support the belief that many respondents consider that some characteristics are adequately provided by the manufacturer and therefore do not feel the need to consider them to any great extent at the time of purchase.

Table 10.--Characteristics of fabric considered in purchase decisions and the extent of choice offered by the manufacturer for characteristics not considered

Characteristics of fabric	Considered in decision		Not considered in decision				Cases
			Choice given by manufacturer		Standardized-- no choice given		
	<u>Percent</u>	<u>Rank</u>	<u>Percent</u>	<u>Rank</u>	<u>Percent</u>	<u>Rank</u>	<u>Number</u>
Ability to hold shape -----	42	11	25	11	33	3	583
Shrink resistance -	31	13	26	8	43	2	583
Color fastness ----	31	14	20	13	49	1	582
Color -----	59	3	26	9	15	8	584
Cost -----	73	1	19	14	8	14	585
Soil resistance ---	61	2	25	10	14	10	585
Wrinkle resistance	42	12	42	1	16	7	582
Durability -----	48	8	30	6	22	6	583
Cleaning qualities	51	7	24	12	25	5	583
Warmth or coolness	56	4	31	5	13	11	582
Appearance of weave -----	48	9	41	2	11	12	584
Sheerness -----	56	5	33	4	11	13	584
Pressing qualities	46	10	28	7	26	4	582
Feel on skin -----	52	6	33	3	15	9	582

Cost of dress and satisfaction with performance of fabric characteristics.--Homemakers differed widely in the amount of money spent on the last dress purchased. Twenty-six percent spent \$10 or less and 23 percent spent over \$20; the average (median price) was approximately \$14 (table 11).

Table 11.--Amount paid by 2,092 homemakers for last dress purchased

Amount paid (dollars)	Number of homemakers	Percent
5.00 or less -----	89	4
5.01 - 10.00 -----	467	22
10.01 - 15.00 -----	620	30
15.01 - 20.00 -----	439	21
20.01 - 25.00 -----	183	9
25.01 - 30.00 -----	98	5
30.01 - 40.00 -----	115	5
40.01 and over -----	81	4

In spite of the wide range in cost, most individuals were completely satisfied with characteristics of the fabric of their dress (table 12). The only significant source of dissatisfaction was wrinkle resistance; the fabrics did not perform satisfactorily in this respect for 11 percent of respondents. The difference in cost of a dress can be a reflection of variation in style, workmanship, and fabric. It is probably true that more expensive dresses are made of fabrics possessing characteristics with enhanced ability to perform. If this assumption is correct, one can only interpret the level of satisfaction which these homemakers expressed regardless of cost of dress as a result of different expectations of performance of the fabric.

Table 12.--Satisfaction expressed by homemakers concerning characteristics of last dress purchased

Characteristics of fabric	Number reporting	<u>Completely satisfied</u> Percent
Appearance of weave -----	2,120	99
Feel on skin -----	2,116	98
Shrinkage <u>1/</u> -----	1,895	98
Sheerness -----	2,117	98
Color -----	2,123	97
Durability -----	2,101	97
Provide warmth -----	2,111	97
Hold shape -----	2,108	97
Ease of cleaning <u>1/</u> -----	1,852	97
Ease of pressing -----	2,033	96
Ability to stay clean -----	2,108	95
Cost -----	2,116	95
Wrinkle resistance -----	2,115	89

1/ The number reporting was reduced on these characteristics because some respondents had not had the dresses long enough to ascertain performance.

Improvement expected in fabric with increase in cost.--Generally speaking, one would expect a positive relationship between the performance of the characteristics of the fabric and an increase in the cost of the garment. However, it is possible that people expect some of these characteristics to improve more than others with increases in prices. To test this hypothesis, respondents in subsample 1, revisited in October - December 1957, were asked which if any of thirteen selected characteristics of fabric would be improved in a dress costing \$15 as compared to one costing \$8, and a \$25 dress compared to a \$15 one.

With each increase in cost, 3 characteristics stand out as most likely to improve -- ability to hold shape, durability, and wrinkle resistance (table 13). There was a slight tendency for more respondents to expect an improvement in each of the characteristics in the higher price change than in the lower one. Perhaps the most significant finding, however, was the relatively small percentage of respondents who expected better performance from the fabric in a more expensive dress. With the exception of the above mentioned characteristics, two-thirds or more of the respondents did not expect any improvements with an increase in price. Apparently there existed within the minds of these consumers no general idea of improvement in the performance of the characteristics of fabric as the price of the dress increases; rather, consumers apparently expect other attributes for their increased cost, such as style or workmanship.

Table 13.--Characteristics of fabrics which would be expected to improve in a dress costing \$15 compared with one costing \$8, and one costing \$25 compared with one costing \$15

Characteristics	Percent expecting improvement in dress costing --	
	\$15 compared with \$8	\$25 compared with \$15
None -----	15	9
Ability to hold shape -----	62	76
Amount of shrinkage -----	39	40
Appearance of weave -----	32	40
Color fastness -----	37	38
Range of colors -----	12	17
Degree of sheerness -----	9	12
Degree of warmth or coolness -----	13	18
Degree it will pick up soil -----	20	25
Degree to which it will wrinkle ----	43	54
Durability -----	56	63
Ease of cleaning -----	19	27
Ease of pressing -----	19	22
Feel on the skin -----	21	35
Number reporting -----	498	496

Relative importance of fabric, style, and workmanship.--To ascertain the relative importance of fabric, style, and workmanship respondents in sub-sample 1 (revisited October - December 1957) were asked to indicate on a scale running from "very important" at one extreme to "not so important" at the other, the position they would assign to (1) style, (2) characteristics of the fabric in relation to style, (3) workmanship in relation to these two. More than one characteristic could be placed at the same position if the respondent thought them equally important.

Forty-one percent of the respondents rated style the highest (table 14). Only 23 percent failed to place style among the top considerations. Twenty percent did, however, rank all three equal. Apparently style was the most important consideration in selecting a dress and, therefore, probably had a greater influence in decision making than either workmanship or characteristics of fabric. Since respondents apparently were accustomed to giving priority to style, they may not have developed a clear-cut set of criteria for judging fabric or workmanship, or they may be willing to accept compromises in these areas if the criteria for style are fulfilled.

Table 14.--Relative importance of fabric, style, and workmanship in selecting a dress

Rating of factors	Number of homemakers	Percent
Style rated highest -----	202	41
All three the same -----	100	20
Style and fabric equal and highest -----	36	7
Style and workmanship equal and highest -	50	10
Fabric rated highest -----	48	10
Workmanship rated highest -----	43	9
Fabric and workmanship equal and highest	18	4
Number reporting -----	497	100

Satisfaction with Characteristics of Different Fibers

With time, fabrics of different fibers evoke certain mental images or associations concerning their merits and faults. People tend to react to the name of the fiber in light of the experience they associate with it whether or not the association is correct. A case in point concerns linen which may have associations connected to it which rightfully belong to a type of rayon.

Erroneous as well as correct concepts of a fiber are important for manufacturers to know in attempting to merchandise their products.

To define the images associated with the names of "cotton," "wool," "linen," "rayon," and "nylon" homemakers were asked to indicate the satisfaction they experienced with the characteristic of the various fibers. In order to reduce the length of the schedule, a given homemaker was asked about only one fiber with which she had had personal experience. A sampling technique was worked out with the interviewers so that respondents' reactions to specific fibers were randomly distributed throughout the population.

In general, homemakers were relatively well satisfied with the performance of various fibers. The characteristic with which the largest number expressed dissatisfaction was wrinkle resistance (table 15). Linen, cotton, and rayon were not sufficiently wrinkle resistant to satisfy a third or more of these respondents. Nylon was criticized by 41 percent of the respondents as being either too warm or too cool. Rayon was mentioned by 20 percent as deficient in shrink resistance and in its ability to hold shape. Almost one-fourth of the respondents were dissatisfied with the feel of wool on the skin. Overall, homemakers expressed least criticism of cotton and found fault most consistently with the characteristics of linen.

Table 15.--Lack of satisfaction with characteristics of various fibers in women's dresses, reported by homemakers

Characteristics of fabric criticized	Cotton	Wool	Linen	Rayon	Nylon
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Sufficiently wrinkle resistant -----	35	16	48	36	9
Easy to clean -----	1	6	10	8	3
Colors available -----	8	11	13	14	15
Color fastness -----	8	4	5	9	5
Holds shape well -----	6	10	15	20	4
Available in weave liked ----	6	9	8	10	15
Sufficiently shrink resistant	5	9	12	20	3
Degree of sheerness wanted --	5	9	14	9	12
Stay clean looking -----	6	4	12	8	4
Warmth or coolness -----	3	5	15	9	41
Feel on skin -----	1	23	5	5	12
Cost reasonable -----	16	17	17	5	6
Sufficient durability -----	4	1	4	14	10
Number reporting -----	546	372	389	399	424

Some of the dissatisfaction with the characteristics of fibers can be decreased or eliminated with technological improvement. In the past, manufacturers have been successful in developing such characteristics as color fastness, shrink resistance, and finishes to enhance the neat and crisp look. At present the consumer still feels the need for improvement in wrinkle resistance. In most qualities, however, manufacturers apparently are meeting consumers' needs fairly well.

Concepts of Suitability

As fabrics in garments are worn in various social situations, ideas of appropriateness of the fabrics for specific occasions develop. With time, these concepts become established to the extent that certain fibers are not considered proper in certain types of situations. A case in point is silk which would rarely be considered as appropriate for a house dress. While concepts of appropriateness are related to practice, the two are not synonymous. Ideas of suitability can cover a wider range of fabrics and situations than actual practices. One would expect ideas of suitability to be reflected in practice but with less strength. In order to discover differences in concepts of appropriateness which respondents had of the five fibers -- cotton, wool, linen, rayon, and nylon -- they were asked to indicate in which of the following situations it would be suitable to wear each fiber: Work around the home; play and recreation; town (street, business, shopping); special occasion (parties, dining out, etc.); and formal wear. In each case, the type of garment was not specified. Respondents assumed any type they considered appropriate for these situations. Concepts of appropriateness were thought to be associated with season as well as occasion, so respondents were asked to indicate suitable situations for both winter and summer.

Cotton was easily the most universally acceptable fabric. The greatest restriction on its use was in winter for formal and special occasion wear (table 16). In summer, it was equally acceptable or more so than any other fabric in all situations except formal wear where nylon was considered slightly more suitable. Wool, as was expected in this climate, was largely limited in use to winter. Its use was associated with town (91 percent) and special occasions wear (70 percent) with 42 percent also mentioning play.

Linen was somewhat more likely to be considered a summer rather than a winter fabric although the seasonal definition was not nearly so clear cut as in the case of wool. Linen also was most likely to be associated with town and special occasion wear. However, 56 percent included play in summer as a suitable situation for linen.

Table 16.--Situations considered by 2,132 respondents to be suitable for various fabrics in winter and summer

Situations	Fabrics				
	Cotton	Wool	Linen	Rayon	Nylon
Winter	Percent	Percent	Percent	Percent	Percent
Work -----	97	13	19	20	16
Play -----	79	42	28	24	21
Town -----	58	91	43	73	49
Special occasion ---	26	70	32	78	70
Formal -----	16	20	14	58	72
Summer					
Work -----	99	1/	31	26	27
Play -----	98	4	56	35	35
Town -----	98	3	90	79	74
Special occasion ---	83	3	81	79	83
Formal -----	63	1	37	58	77

1/ Less than 1 percent.

Rayon appeared to be about equally appropriate for winter as for summer. It too was more likely to be associated with special occasions or town wear rather than with other situations. About half of the respondents also considered it suitable for formal wear.

Nylon followed a similar pattern to rayon except that it was somewhat more favored for summer wear. Its top uses were considered to be for special occasions and formal wear.

The fabric women considered appropriate for the various situations and what they actually wore were in close agreement. For instance, wool dresses were worn primarily for town and special occasions wear and these were also the situations for which most people considered wool to be suitable. Linen and rayon followed a similar pattern. Experience with formal dresses in any fabric was limited. Apparently occasions requiring this type of garment are infrequent in the social life of these homemakers (table 17).

Table 17.--Situations where homemakers wore dresses of selected fabrics

Situations	Fabric				
	Cotton	Wool	Linen	Rayon	Nylon
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Work -----	84	6	5	9	6
Play -----	39	7	8	6	5
Town -----	90	42	39	47	26
Special occasions -----	68	46	42	61	41
Formal -----	26	4	3	6	6
Other -----	1	1	1	1	3
Not worn -----	<u>1/</u>	43	43	26	51
Number reporting ---	2,128	2,102	2,118	2,121	2,110

1/ Less than 1 percent.

Actual experience which homemakers reported having with dresses of various fibers indicated a considerably greater use of some fibers compared to others. Cotton dresses were the ones most universally worn (table 18). Wool and linen dresses were not worn by 43 percent of respondents; nylon was not worn by some 51 percent. In comparing ideas of suitability with reported practice one must remember that only practices in relationship to dresses were investigated whereas concepts of suitability of fabric included any type of garment.

Table 18.--Frequency with which respondents wore cotton, wool, linen, rayon, and nylon dresses

Frequency	Cotton	Wool	Linen	Rayon	Nylon
	Percent	Percent	Percent	Percent	Percent
Frequently -----	93	25	17	31	19
Occasionally -----	6	25	32	32	21
Hardly ever -----	1	7	8	10	9
Not worn -----	1/	43	43	27	51
Number reporting ---	2,115	2,113	2,105	2,068	2,095

1/ Less than 1 percent.

Socio-economic status and suitability.--Since concepts of appropriateness and practices are influenced by the types of social experiences respondents have, these data were also analyzed by such status factors as occupation of the husband, age of the homemaker, education, family income, and social participation.

Many other studies have shown a strong interrelationship among the factors mentioned; thus families with a high income tend to be more highly educated and proportionately more numerous in professional and managerial occupations. The effects of such factors on concepts concerning fabrics continue to demonstrate this relationship. For this reason, the discussion makes no attempt to relate all of the variables, but rather presents them in broad context, with detail tables available in the appendix for those who wish to examine the data more closely (tables 19 - 36).

The influence of occupational status on the concepts and uses of fabrics may be summarized as follows: Although it is considered somewhat more suitable for certain situations by blue collar workers, cotton appears to have developed into a versatile fabric accepted by most groups for use in a wide variety of situations. Wool and nylon are associated with the upper status occupational groupings; linen is considered more appropriate for most situations by the blue collar groupings. Finally, rayon, although considered equally acceptable by all occupation groups, appeared to be losing ground among certain of the white collar groups in terms of actual use.

The situation is similar with respect to education, age, and family income. Those with less education consider cotton more suitable for the different situations, but all groups use cotton extensively. The suitability and use of wool increase hand in hand with education and increased income. Rayon tends in the opposite direction; it is considered more suitable by those with less formal education and is used more extensively by that group.

As far as age is concerned, younger women were more likely to consider cotton appropriate for special occasions, but here again cotton rated well with all age groups. Ideas concerning the versatility of wool as well as use of wool, had progressed to a greater extent among those in the younger age groups, which may suggest a trend toward its greater use if the hypothesis that early use of a fabric may lead to a habit in the future is valid. Rayon was better accepted and more widely worn by older women than by younger women for most situations, which supports the early-use hypothesis in that homemakers favoring rayon possibly became acquainted with it at the time of its introduction and it is now firmly entrenched in their thinking in spite of recent innovations.

Social participation and suitability.--An additional factor considered in evaluating suitability and use of fabric was participation of the family in formal organizations and the kind and level of informal activities, since these may be considered as indicative of the role the family plays in the community. Participation in such organizations was scored using Chapin's method. ^{1/} The addition of the scores for all organizations listed by both husband and wife was the social participation score used in the analysis. Total score was used because a measure of the family's social position was desired.

To measure the level of informal participation, information concerning such things as visits to other families, dining out, entertaining at home, attending dances, movies, plays, and sports events was obtained. A scoring technique was devised as follows: One point was given for each time per month for each activity. Seasonal activities were prorated on the portion of the year (for example, baseball - 4 months, football - 3 months, basketball 4 months). The score for each family was composed of all individual activities added together to the nearest whole number.

The relationship indicated by a comparison of participation scores of both a formal and informal nature and concepts of suitability and use was, for the most part, consistent with that observed for the other status factors. Both formal and informal participation scores were positively related to various of the concepts of suitability and use for cotton, wool, and rayon.

^{1/} Chapin, F. S. The Measurement of Sociality and Socio-Economic Status. Sociology and Social Research, Vol. 12, pp. 208-217, 1927-1928.

Definition of Factors Related to Suitability

Analysis of data on concepts of suitability led to the question of uniformity of meaning associated with the definition of the situation (work around the house, play and recreation, town, special occasion, formal), the type of garment considered suitable for each of these situations, and the fabric associated with that garment. The continuing nature of the study permitted the addition of such questions and the collection of the resultant information from subsample 1 during one of the periodic revisits to sample households (October-December 1957). The results of this additional inquiry are presented for the purpose of refining the concepts of suitability by establishing the frame of reference for situations and garments through which fabric is viewed.

Activities associated with selected situations.--Respondents were asked to spell out the activities associated with the five selected situations. Although differences occurred in the specifics mentioned, there was considerable agreement among respondents in the associations of house cleaning, washing, and meal preparation with "work around the house"; shopping with "town wear"; and dances with "formal situations" (table 37). About one-half of the respondents defined "play and recreation" as including sports (both participant and spectator) and home activities (television, reading, games, hand work, etc.). One-third included outdoor activity (gardening, picnic, walking). "Special occasions" were defined by one-half as attending parties and by about one-third as dining out and attending group affairs.

Some differences in the definition of activities existed among respondents in different status categories. Women over 40 were more likely to mention meal preparation in "work around the house" than those under 40 years of age. Dining out for "special occasion" was associated with the higher income categories, professional occupation of husband and 13 or more years of schooling for the wife. Home activities as "play and recreation" were associated with older, less well educated respondents in lower income categories, with husband in lower status occupations. Sports, however, tend to follow the opposite pattern with a few exceptions. Most of these differences are logical in light of facts known about people in these different status categories (tables 38 - 41).

Type of garment.--Dresses, as contrasted to other items of wear, were mentioned by almost all respondents for formal and special occasions for both winter and summer, and for town wear in summer; by about one-half for town in winter and for work around the house in both seasons; and by one-third for play and recreation (table 42). For winter, skirts and slacks were mentioned as worn for work around the house and for play and recreation; in the summer, shorts were considered acceptable for these occasions. Skirts were considered acceptable for town wear in winter.

The relationship of type of garment to status categories followed a pattern similar to that found in studies of adoption of practices. Younger women

in higher income brackets whose husbands were in upper status occupations were more likely to mention shorts, slacks, and skirts than women in other status categories (tables 43 - 46). Apparently the idea of appropriateness of garments other than the dress has been selectively adopted. It appears that the house dress is a passing concept. As these young women become older, they may carry with them the concept of slacks, shorts, and skirts, so that eventually these will have more universal acceptance.

Type of fabric associated with selected situations.--The preceding analysis on situations considered suitable for selected fabrics provides a general framework of acceptability. To refine this definition, homemakers were asked to indicate the fabric in each garment which they considered the majority of people like themselves would wear in the selected situations. Cotton was the overwhelming choice in summer for work, play, and town wear (table 47). About one-half of the respondents also mentioned it for special occasions and formal wear. Rayon and nylon were mentioned for these two situations but were not close competitors of cotton.

In winter, cotton held its position for work around the house. Wool was the most popular selection for play and town wear. For special occasions rayon or wool were more likely to be mentioned than other fabrics. Rayon was the most often chosen fabric for formal wear, with nylon and silk receiving some mentions.

The relationship of type of fabric to socio-economic categories follows a similar trend as that found in concepts of suitability. Wool was preferred by younger women in upper status categories and rayon by older women in lower status ones. It appears that the selection of fabric is more closely tied to economic status than the selection of garment. Various types of garments can be found within many price ranges, whereas type of fabric is more closely tied to price. It appears that the type of garment selected for work around the house and for play and recreation does in part control the fabric. Skirts and slacks for winter are worn by younger, upper income status women, who are also the ones most likely to select wool as the fabric. Lower income status persons were more likely to choose a dress with cotton as the fabric for these two occasions. However, cotton for summer was accepted by the younger women in upper income status categories as well. Therefore, it appears that cotton itself has not become less acceptable, but rather that the cotton house dress for winter is being replaced by slacks and skirts usually made of wool, and in summer by shorts (tables 48 - 51).

T A B L E S

Table 19.--Wives' concepts of appropriate situations to wear cotton, wool, linen, and nylon, by occupation of husbands

Fabric and situation	Occupation of husband							
	Profes- sional	Man- ager	Sales	Cleri- cal	Crafts- man	Oper- ative	Service	Laborer
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
<u>Cotton</u>								
Winter - Town* -----	46	53	51	58	62	63	65	62
Summer - Formal* -----	72	74	70	60	59	55	59	60
<u>Wool</u>								
Winter - Work around the house* -----	21	16	14	8	12	11	10	10
Play * -----	52	42	49	45	40	37	40	37
<u>Linen</u>								
Winter - Town* -----	34	36	36	42	48	47	52	55
Special occasion* -	25	26	33	26	35	35	28	40
Summer - Formal* -----	40	44	37	31	34	38	40	34
<u>Nylon</u>								
Winter - Work around the house* -----	24	19	16	10	16	15	10	12
Summer - Work around the house* -----	34	29	33	19	26	24	18	25
Number reporting -----	286	329	192	154	542	393	92	107

*Significant at 1 percent level by chi square test.

Table 20.--Frequency with which wives wore dresses of wool, by occupation of husbands

Frequency of wearing	Occupation of husband							
	Profes- sional	Man- ager	Sales	Cleri- cal	Crafts- man	Oper- ative	Service	Laborer
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
<u>Wool dresses*</u>								
Frequently -----	40	34	25	36	20	17	13	10
Occasionally -----	27	25	25	23	26	25	23	18
Hardly ever and no -----	33	40	49	41	53	57	64	72
Number reporting ----	284	325	154	192	535	388	92	106

*Significant at 1 percent level by chi square test.

Table 21.--Situations in which wives wore dresses of selected fabrics, by occupation of husbands

Situation where worn	Occupation of husband							
	Profes- sional	Man- ager	Sales	Cler- ical	Crafts- man	Oper- ative	Service	Laborer
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Cotton dresses								
Play* -----	53	44	44	35	35	33	36	28
Special occasions* -----	76	71	73	71	62	63	70	69
Formal* -----	37	34	30	21	21	21	28	19
Number reporting ----	284	329	190	154	541	393	92	108
Wool dresses								
Work* -----	11	11	7	5	4	4	--	1
Play* -----	11	12	10	7	4	4	1	1
Town* -----	57	56	48	40	37	35	23	28
Special occasions* -----	58	50	50	43	44	40	33	34
Formal* -----	7	7	4	3	2	3	--	--
Not worn* -----	29	35	33	45	46	50	59	60
Number reporting ----	283	327	152	189	530	389	90	106
Linen dresses								
Play* -----	10	14	6	5	7	5	3	6
Not worn* -----	40	35	37	51	47	46	40	43
Number reporting ----	283	326	188	153	540	392	91	108
Rayon dresses								
Town* -----	39	57	39	47	49	45	57	44
Formal* -----	9	8	7	4	6	4	--	3
Not worn* -----	34	25	32	25	24	27	16	20
Number reporting ----	285	328	191	154	539	389	90	108

*Significant at 1 percent level by chi square test.

Table 22.--Relationship of education of the wife to concepts of appropriate situations to wear cotton, wool, linen, rayon, and nylon

Appropriate situations	Education of wife					
	1 - 7 years	8 years	9-11 years	12 years	13-15 years	16 years or more
	Percent	Percent	Percent	Percent	Percent	Percent
<u>Cotton</u>						
Winter - Town*	78	61	63	53	44	47
Summer - Special occasions*	75	79	81	87	89	93
Formal*	55	57	58	66	74	86
<u>Wool</u>						
Winter - Work*	12	12	11	12	15	34
Play*	39	32	39	47	49	62
Town*	85	88	88	94	95	94
Special occasions*	59	68	72	71	74	77
Summer - Not suitable*	98	94	91	92	86	83
<u>Linen</u>						
Winter - Town*	52	47	48	40	31	36
Not suitable*	36	37	33	41	47	44
Summer - Work*	31	38	30	27	33	38
Special occasions*	78	76	78	82	86	91
<u>Rayon</u>						
Summer - Town*	83	86	77	77	79	74
<u>Nylon</u>						
Winter - Work*	12	14	16	15	21	34
Play*	14	19	21	20	27	33
Formal*	55	70	71	77	73	72
Not suitable*	26	16	16	13	14	11
Summer - Formal*	69	78	75	81	75	77
Number reporting	181	383	476	760	222	107

*Significant at 1 percent level by chi square test.

Table 23.--Education of wife and frequency of wearing dresses of selected fabric

Frequency of wearing	Education of wife				
	8 years or less	9 - 11 years	12 years	13 - 15 years	16 years or more
	Percent	Percent	Percent	Percent	Percent
<u>Wool dresses*</u>					
Frequently -----	12	20	32	41	43
Occasionally -----	20	26	28	27	27
Hardly ever and no -----	68	54	40	32	30
Number reporting -----	560	471	751	222	107
<u>Linen dresses*</u>					
Frequently -----	18	14	15	19	19
Occasionally -----	27	37	30	34	40
Hardly ever or no -----	54	48	54	46	51
Number reporting -----	559	468	746	222	107
<u>Rayon dresses*</u>					
Frequently -----	44	27	26	22	28
Occasionally -----	32	34	32	31	25
Hardly ever and no -----	24	39	42	46	47
Number reporting -----	543	458	737	216	106

*Significant at 1 percent level by chi square test.

Table 24.---Relationship of education of respondent to type of situation in which dresses of selected fabrics were worn

Situation in which worn	Education of wife					
	1 - 7 years	8 years	9 - 11 years	12 years	13 - 15 years	16 years or more
	Percent	Percent	Percent	Percent	Percent	Percent
Cotton dresses						
Play* -----	33	31	33	42	54	54
Special occasions* -----	64	59	63	73	75	75
Formal* -----	23	21	20	28	35	50
Number reporting -----	182	383	474	759	220	107
Wool dresses						
Town* -----	19	31	39	49	59	63
Special occasions* -----	21	33	42	55	59	55
Not suitable* -----	71	58	47	34	25	24
Number reporting -----	179	375	473	749	218	105
Linen dresses						
Play* -----	8	7	5	7	11	15
Formal* -----	2	2	2	2	6	7
Not suitable* -----	45	48	39	46	37	32
Number reporting -----	179	382	474	755	218	106
Rayon dresses						
Work* -----	13	16	7	6	9	9
Town* -----	51	60	46	43	46	36
Special occasions* -----	74	74	57	60	52	50
Not suitable* -----	16	14	29	29	36	34
Number reporting -----	182	378	475	756	221	106

*Significant at 1 percent level by chi square test.

Table 25.--Relationship between household income and concepts of appropriateness of situations to wear cotton, wool, linen, nylon

Appropriate situations	Total household income				
	Under \$2,999	\$3,000-3,999	\$4,000-4,999	\$5,000-6,999	\$7,000 and over
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
<u>Cotton</u>					
Winter - Town* -----	64	64	56	53	49
Summer - Special occasions* ----	78	80	86	87	91
<u>Wool</u>					
Winter - Play* -----	39	36	43	48	52
Town* -----	87	89	90	95	96
<u>Linen</u>					
Winter - Town* -----	50	49	45	37	30
Special occasions* ----	39	38	34	27	22
Not suitable* -----	30	36	38	44	47
Summer - Play* -----	48	54	58	60	64
Formal* -----	36	35	34	41	47
<u>Nylon</u>					
Winter - Work* -----	8	13	17	23	18
Play* -----	13	18	21	27	24
Number reporting -----	223	496	578	390	238

*Significant at 1 percent level by chi square test.

Table 26.--Relationship between frequency of wearing dresses of selected fabric and income classes

Frequency of wearing	Total household income				
	Less than \$2,999	\$3,000-3,999	\$4,000 - 4,999	\$5,000-6,999	\$7,000 and over
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Wool dresses*					
Frequently -----	15	18	23	32	51
Occasionally -----	24	24	29	28	21
Hardly ever or no -----	61	58	48	40	28
Number reporting ---	222	490	573	385	237
Linen dresses*					
Frequently -----	18	13	14	16	24
Occasionally -----	29	32	32	33	34
Hardly ever or no -----	53	55	54	51	42
Number reporting ---	219	487	572	385	237

*Significant at 1 percent level by chi square test.

Table 27.--Relationship of total household income to situations in which respondents wore dresses of selected fabrics

Situations in which worn	Total household income				
	Under \$2,999	\$3,000- 3,999	\$4,000- 4,999	\$5,000- 6,999	\$7,000 and over
	Percent	Percent	Percent	Percent	Percent
Cotton dresses					
Play*	29	30	39	44	57
Town*	79	91	89	92	92
Special occasions*	61	64	69	73	78
Formal*	19	21	25	31	42
Number reporting --	224	496	577	388	238
Wool dresses					
Work*	5	3	5	10	12
Play*	3	4	6	11	12
Town*	32	34	41	51	63
Special occasions*	38	40	48	53	57
Formal*	2	2	4	7	8
Not suitable*	52	51	43	34	24
Number reporting --	216	492	571	386	234
Linen dresses					
Play*	5	5	6	9	14
Town*	39	33	37	44	48
Number reporting --	222	492	575	388	236
Nylon dresses					
Formal*	8	3	5	9	9
Number reporting --	222	491	473	386	233

*Significant at 1 percent level by chi square test.

Table 28.--Relationship between formal participation scores of husband and wife and concepts of appropriateness for wearing cotton, wool, rayon, and nylon dresses

Appropriate situation	Formal participation score				
	None	1 - 9	10 - 19	20 - 39	40 and over
	Percent	Percent	Percent	Percent	Percent
<u>Cotton</u>					
Winter - Play* -----	72	74	77	79	84
Summer - Formal* -----	56	55	64	66	70
<u>Wool</u>					
Winter - Town* -----	86	91	89	92	94
Summer - Not suitable* -----	93	90	95	91	88
<u>Nylon</u>					
Winter - Special occasions* -	65	64	70	71	78
Formal* -----	67	67	71	74	77
Number reporting -----	275	304	493	607	452

*Significant at 1 percent level by chi square test.

Table 29.--Association between formal participation score of family and frequency with which wife wore wool and rayon dresses

Frequency of wearing	Formal participation score				
	None	1 - 9	10 - 19	20 - 39	40 and over
	Percent	Percent	Percent	Percent	Percent
<u>Wool dresses*</u>					
Frequently -----	19	21	22	28	33
Occasionally -----	24	27	27	25	22
Hardly ever and no -----	56	52	51	47	45
Number reporting -----	270	301	488	605	448
<u>Rayon dresses*</u>					
Frequently -----	23	23	32	31	33
Occasionally -----	35	33	26	30	33
Hardly ever and no -----	40	42	40	37	32
Number reporting -----	267	295	473	590	436

*Significant at 1 percent level by chi square test.

Table 30.--Relationship of formal participation score of family to situations in which respondents wore dresses of specific fabrics

Situation	Formal participation score				
	None	1 - 9	10 - 19	20 - 39	40 and over
	Percent	Percent	Percent	Percent	Percent
<u>Cotton</u>					
Play* -----	28	38	37	39	47
Special occasions* -----	55	65	65	71	74
<u>Wool</u>					
Special occasions* -----	38	42	46	47	51
<u>Nylon</u>					
Special occasions* -----	33	36	43	46	41
Number reporting -----	275	304	493	607	452

*Significant at 1 percent level by chi square test.

Table 31.--Relationship between informal participation score to concepts of appropriate situations to wear wool, linen, rayon, and nylon

Appropriate situation	Informal participation score				
	4 or less	5 - 9	10 - 19	20 - 29	30 or more
	Percent	Percent	Percent	Percent	Percent
<u>Wool</u>					
Winter - Special occasions*	63	71	71	73	75
Not suitable* ----	8	5	4	3	3
<u>Linen</u>					
Winter - Formal* -----	14	14	16	10	13
<u>Rayon</u>					
Summer - Town* -----	85	79	76	80	78
<u>Nylon</u>					
Winter - Work* -----	10	16	16	19	28
Play* -----	14	20	22	25	33
Formal* -----	65	74	75	72	73
Not suitable* ----	21	15	13	14	14
Number reporting -----	405	544	699	291	190

*Significant at 1 percent level by chi square test.

Table 32.--Association between informal participation score and frequency of wearing wool, linen, and rayon dresses

Frequency of wearing	Informal participation score				
	4 or less	5 - 9	10 - 19	20 - 29	30 or more
	Percent	Percent	Percent	Percent	Percent
<u>Wool dresses*</u>					
Frequently -----	13	20	27	39	39
Occasionally -----	22	25	28	24	25
Hardly ever and no -----	65	55	45	37	36
Number reporting -----	400	541	691	289	189
<u>Linen dresses*</u>					
Frequently -----	13	14	18	20	17
Occasionally -----	31	32	31	36	39
Hardly ever and no -----	56	54	51	44	44
Number reporting -----	400	535	692	287	188
<u>Rayon dresses*</u>					
Frequently -----	35	33	28	28	29
Occasionally -----	38	32	31	28	26
Hardly ever or no -----	27	35	41	44	44
Number reporting -----	386	525	677	284	187

*Significant at 1 percent level by chi square test.

Table 33.--Relationship of informal participation score of family to situations in which respondents wore dresses of selected fabric

Situation where worn	Informal participation score				
	4 or less	5 - 9	10 - 19	20 - 29	30 and over
	Percent	Percent	Percent	Percent	Percent
Cotton dresses					
Work* -----	88	88	83	78	77
Play* -----	31	39	43	37	44
Special occasions* -----	60	64	71	71	72
Number reporting --	404	543	698	291	189
Wool dresses					
Town* -----	30	37	44	56	57
Special occasions* -----	31	42	50	59	49
Not suitable* -----	58	48	38	29	32
Number reporting --	401	531	691	287	189
Linen dresses					
Town* -----	38	37	37	47	48
Special occasions* -----	35	39	45	47	43
Not suitable* -----	48	48	41	36	34
Number reporting --	401	542	694	289	189
Rayon dresses					
Special occasions* -----	69	64	59	56	55
Not suitable* -----	17	25	28	32	33
Number reporting --	402	541	695	288	190

*Significant at 1 percent level by chi square test.

Table 34.--Relationship between age of wife and concepts of appropriate situations for wearing cotton, wool, linen, rayon, and nylon

Appropriate situation	Age of wife				
	Under 30 years	30 - 39 years	40 - 49 years	50 - 59 years	60 years and over
	Percent	Percent	Percent	Percent	Percent
<u>Cotton</u>					
Winter - Town* -----	53	56	64	64	52
Summer - Special occasions* - Formal* -----	83	86	85	85	74
	54	67	70	65	60
<u>Wool</u>					
Winter - Play* -----	45	50	42	30	36
Special occasions* - Formal* -----	80	75	64	64	62
<u>Linen</u>					
Winter - Work* -----	16	15	22	21	26
Special occasions* - Formal* -----	47	28	27	23	27
Not suitable* -----	21	13	11	10	9
Summer - Work* -----	31	44	40	42	36
Play* -----	26	27	40	33	34
Special occasions* - Formal* -----	51	58	62	58	51
	86	81	79	79	73
	35	40	44	32	28
<u>Rayon</u>					
Winter - Work* -----	16	17	22	20	30
Town* -----	70	71	74	76	82
Summer - Work* -----	22	21	29	31	35
<u>Nylon</u>					
Winter - Formal* -----	73	77	72	69	60
Number reporting -----	513	616	450	318	230

*Significant at 1 percent level by chi square test.

Table 35.--Relationship of age of wife and frequency of wearing dresses of selected fibers

Frequency of wearing	Age of wife				
	Under 30 years	30 - 39 years	40 - 49 years	50 - 59 years	60 years and over
	Percent	Percent	Percent	Percent	Percent
Wool dresses*					
Frequently -----	27	30	28	19	13
Occasionally -----	33	28	19	21	19
Hardly ever and no -----	40	42	53	60	68
Number reporting ---	506	608	448	315	231
Linen dresses*					
Frequently -----	12	13	19	21	22
Occasionally -----	33	31	34	38	26
Hardly ever and no -----	55	56	47	41	52
Number reporting ---	503	611	442	315	229
Rayon dresses*					
Frequently -----	16	24	36	43	57
Occasionally -----	31	36	30	33	24
Hardly ever and no -----	53	40	34	24	19
Number reporting ---	506	589	438	305	220

*Significant at 1 percent level by chi square test.

Table 36.--Relationship between age of respondents and situations in which dresses of selected fabrics were worn

Situation where worn	Age of homemaker				
	Under 30 years	30 - 39 years	40 - 49 years	50 - 59 years	60 years and over
	Percent	Percent	Percent	Percent	Percent
Cotton					
Work*	80	82	86	88	90
Town*	89	91	91	92	82
Special occasions *	71	72	69	61	55
Number reporting -----	513	613	448	318	231
Wool					
Town*	47	49	41	33	30
Special occasions*	58	53	40	32	30
Not suitable*	32	35	48	55	63
Number reporting -----	509	608	443	310	227
Linen					
Play*	2	6	10	12	13
Town*	33	36	43	50	43
Special occasions*	45	38	41	47	38
Not suitable*	44	48	40	34	44
Number reporting -----	511	612	446	315	229
Rayon					
Work*	4	6	8	6	22
Play*	3	5	6	11	13
Town*	31	45	52	60	66
Special occasions*	51	60	63	71	73
Formal*	3	5	5	10	12
Not suitable*	39	29	23	16	13
Number reporting -----	511	613	448	314	230

*Significant at 1 percent level by analysis of variance

Table 37.--Definition of activities associated with selected situations

Situations	Percent	Situations	Percent
<u>Work around the house:</u>		<u>Special occasions:</u>	
Housecleaning -----	79	Attending parties -----	56
Washing -----	56	Dining out -----	39
Meal preparation -----	45	Group affairs -----	38
Ironing -----	37	Dances -----	21
General home management ----	18	Festive occasions -----	17
Dishes -----	17	Movies -----	9
Child care -----	4	Visiting -----	9
Sewing and mending -----	3	Vacation activities -----	7
Care of yard -----	2	Sports -----	2
Miscellaneous -----	1	Miscellaneous -----	4
Number reporting ----	498	Number reporting ----	495
<u>Play and recreation:</u>		<u>Town wear:</u>	
Home activities -----	55	Shopping -----	97
Sports -----	53	Professional appointments	15
Outdoor activities -----	32	Movies -----	15
Cards -----	20	Visiting -----	13
Movies -----	12	Dining out -----	13
Entertaining -----	9	Meetings -----	10
Driving or riding -----	8	Church -----	5
Clubs -----	7	Work -----	4
Vacation -----	6	Volunteer work -----	1
Eating out -----	1	Cards -----	1
Miscellaneous -----	1	Sports -----	1/*
Number reporting ----	498	Miscellaneous -----	6
		Number reporting ----	498
<u>Formal:</u>			
Dances -----	85		
Parties -----	31		
Festive -----	20		
Dining out -----	18		
Group organizational af-			
fairs -----	3		
Attending performances ---	3		
Miscellaneous -----	1		
Number reporting ----	485		

1/ Asterisk denotes less than 1 percent.

Table 38.--Relationship of age of wife to the definition of activities associated with selected situations as reported by homemakers

Activities	Age of wife			
	Under 29 years	30 - 39 years	40 - 49 years	50 years and over
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
<u>Work</u>				
Washing* -----	60	63	55	44
Ironing* -----	46	48	31	23
Meal preparation* -----	37	37	57	57
<u>Play and recreation</u>				
Home activities* -----	47	50	57	65
Sports* -----	77	62	50	24
Movies* -----	21	9	12	7
<u>Special occasion</u>				
Dances* -----	35	26	21	6
Number reporting ---	104	145	121	127

*Significant at the 1 percent level by chi square test.

Table 39.--Relationship of education of wife to the definition of activities associated with selected situations as reported by homemakers

Activities	Education of wife			
	8 years and under	9 - 11 years	12 years	13 years and over
	Percent	Percent	Percent	Percent
<u>Work around the house</u>				
Washing* -----	51	63	60	45
Meal preparation** -----	59	43	41	45
<u>Play and recreation</u>				
Home activities *** -----	68	50	50	52
Sports *** -----	32	57	66	49
<u>Special occasion</u>				
Dining out ** -----	34	30	43	50
Dances *** -----	10	19	28	26
Group organization ** -----	46	35	39	26
<u>Formal occasions</u>				
Dances *** -----	74	79	88	88
Number reporting -----	125	101	185	86

*Significant at the 5 percent level by chi square test.

**Significant at the 2 percent level by chi square test.

***Significant at the 1 percent level by chi square test.

Table 40.--Activities that wives associate with selected situations by occupation of husband

Activities	Occupation of husband			
	Professional	Manager	Clerical, sales, service	Crafts, operative
	Percent	Percent	Percent	Percent
<u>Play and recreation</u>				
Home activities* -----	43	38	60	61
Sports ** -----	66	55	59	46
<u>Special occasion</u>				
Dining out* -----	56	49	35	32
Group organization* -----	25	36	34	47
Number reporting -----	68	95	100	207

*Significant at the 1 percent level by chi square test.

**Significant at the 5 percent level by chi square test.

Table 41.--Relationship of household income to definition of activities associated with selected situations as reported by homemakers

Activities	Total household income			
	\$3,999 and under	\$4,000-4,999	\$5,000-6,999	\$7,000 and over
	Percent	Percent	Percent	Percent
<u>Play and recreation</u>				
Home activities* -----	63	53	48	44
Cards** -----	17	15	25	33
<u>Town wear</u>				
Professional appointments* ---	26	16	11	9
<u>Special occasion</u>				
Dining out** -----	30	34	42	56
Group organization** -----	43	45	29	28
Number reporting -----	157	122	105	78

*Significant at the 2 percent level by chi square test.

**Significant at the 1 percent level by chi square test.

Table 42.--Major garments considered worn by the majority of people in specified situations

Season and type of garment	Situations				
	Work	Play	Town	Special occasions	Formal
	Percent	Percent	Percent	Percent	Percent
<u>Winter</u>					
Dress -----	51	33	56	97	84
Skirt -----	17	38	30	--	--
Suit -----	--	1	14	2	--
Slacks, pants -----	23	24	--	--	--
Jeans -----	8	2	--	--	--
Shorts -----	1	1	--	--	--
Evening dress -----	--	--	--	1	16
Other -----	1/	1	--	--	--
Number reporting -----	498	497	497	497	487
<u>Summer</u>					
Dress -----	45	38	90	100	85
Skirt -----	3	12	9	1/	--
Slacks, pants -----	1	4	--	--	--
Shorts -----	51	44	--	--	--
Evening dress -----	--	--	--	1/	15
Other -----	1/	2	1	1/	--
Number reporting -----	498	498	498	497	488

1/ Less than 1 percent.

Table 43.--Major garment considered worn in specified situations by age of wife

Situation and type of garment	Age of wife			
	29 years and under	30 - 39 years	40 - 49 years	50 and over
	Percent	Percent	Percent	Percent
<u>Work around house - winter*</u>				
Dress -----	21	37	60	84
Skirt and jumper -----	23	21	18	6
Slacks -----	30	23	21	8
Other -----	26	19	1	2
Number reporting -----	104	145	121	126
<u>Work around house - summer*</u>				
Dress -----	14	24	58	84
Shorts -----	79	71	37	14
Other -----	7	5	5	2
Number reporting -----	104	145	121	127
<u>Play-recreation - winter*</u>				
Dress -----	15	19	40	75
Skirt -----	13	18	16	2
Shorts -----	63	57	40	17
Other -----	9	6	4	6
Number reporting -----	104	145	121	127
<u>Play-recreation - summer*</u>				
Dress -----	13	17	31	70
Skirt and jumper -----	48	52	36	13
Pants -----	39	30	31	11
Other -----	--	1	2	6
Number reporting -----	103	145	121	127
<u>Town wear - summer*</u>				
Dress -----	83	88	95	94
Other -----	17	12	5	6
Number reporting -----	104	145	121	127
<u>Town wear - winter*</u>				
Dress -----	48	44	57	77
Skirt and jumper -----	47	46	22	4
Suit -----	5	10	21	19
Number reporting -----	104	145	120	127

*Significant at 1 percent level by chi square test.

Table 44.--Major garment considered worn in specified situations by education of wife

Situation and type of garment	Education of wife			
	8 years or less	9 - 11 years	12 years	13 years and over
	Percent	Percent	Percent	Percent
<u>Work around house - winter*</u>				
Dress -----	73	48	38	47
Skirt and jumper -----	8	19	18	28
Slacks -----	14	20	27	16
Other -----	5	13	17	9
Number reporting -----	125	101	184	86
<u>Work around house - summer*</u>				
Dress -----	73	42	28	47
Shorts -----	22	52	68	50
Other -----	5	6	4	3
Number reporting -----	125	101	185	86
<u>Play-recreation - winter*</u>				
Dress -----	57	30	20	29
Skirt and jumper -----	22	37	46	44
Pants -----	20	31	32	22
Other -----	1	2	2	5
Number reporting -----	125	101	185	86
<u>Play-recreation - summer*</u>				
Dress -----	62	35	24	36
Skirt -----	9	15	12	16
Shorts -----	24	43	58	41
Other -----	5	7	6	7
Number reporting -----	125	101	185	86
<u>Town wear - winter*</u>				
Dress -----	73	44	51	57
Skirt and jumper -----	17	43	35	22
Suit -----	10	13	14	21
Number reporting -----	125	101	184	86

*Significant at 1 percent level by chi square test.

Table 45.--Wives' concepts of garments appropriate for selected situations by occupation of husbands

Situation and type of garment	Occupation of husband			
	Profes- sional	Manager	Clerical, sales, service	Craftsman, operative
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
<u>Work around house - summer*</u>				
Dress -----	37	38	37	53
Shorts -----	60	54	59	43
Other -----	3	8	4	4
Number reporting ---	68	95	100	207

*Significant at 5 percent level by chi square test.

Table 46.--Major garment considered worn by the majority of people in specified situations by total household income

Situation and type of garment	Total household income			
	\$3,999 or less	\$4,000- 4,999	\$5,000- 6,999	\$7,000 and over
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
<u>Work around house - summer*</u>				
Dress -----	54	41	38	35
Shorts -----	41	52	57	62
Other -----	5	7	5	3
Number reporting -----	157	122	105	78

*Significant at 2 percent level by chi square test.

Table 47.--Fabric of major garment considered worn by the majority of people in specified situations

Season and fabric	Situations				
	Work	Play	Town	Special occasions	Formal
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
<u>Winter</u>					
Cotton -----	77	32	10	4	3
Wool -----	17	52	68	30	3
Rayon -----	3	10	16	41	50
Linen -----	--	<u>1/</u>	<u>1/</u>	<u>1/</u>	--
Nylon -----	<u>1/</u>	<u>1/</u>	1	6	19
Silk -----	--	1	1	11	13
Other -----	3	5	4	8	12
Number reporting	498	497	497	496	487
<u>Summer</u>					
Cotton -----	98	96	86	59	48
Wool -----	--	<u>1/</u>	--	--	<u>1/</u>
Rayon -----	<u>1/</u>	1	3	10	14
Linen -----	--	1	5	4	1
Nylon -----	1	1	3	13	24
Silk -----	--	<u>1/</u>	1	7	6
Other -----	1	1	2	7	7
Number reporting	498	498	498	497	486

1/ Less than 1 percent.

Table 48.--Fabrics of major garment considered worn by a majority of people in specified situations by age of wife

Situation and fabric	Age of wife			
	29 - years and under	30 - 39 years	40 - 49 years	50 years and over
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
<u>Play-recreation - winter*</u>				
Cotton -----	17	30	38	42
Wool -----	75	60	48	28
Other -----	8	10	14	30
Number reporting -----	103	145	121	127
<u>Town - winter*</u>				
Cotton -----	11	7	9	13
Wool -----	79	80	70	43
Rayon -----	8	8	13	36
Other -----	2	5	8	8
Number reporting -----	104	145	120	127
<u>Town - summer*</u>				
Cotton -----	96	92	86	72
Other -----	4	8	14	28
Number reporting -----	104	145	121	127
<u>Special occasions - winter*</u>				
Wool -----	37	36	28	18
Rayon -----	38	37	41	48
Silk -----	4	10	14	17
Other -----	21	17	17	17
Number reporting -----	104	144	121	126
<u>Special occasions - summer*</u>				
Cotton -----	68	67	60	46
Rayon -----	6	3	10	23
Nylon, Dacron, Orlon -----	15	16	12	15
Linen and silk -----	5	10	12	13
Other -----	6	4	6	3
Number reporting -----	104	144	121	127
<u>Formal - winter*</u>				
Rayon -----	44	54	44	55
Nylon -----	27	13	23	14
Silk -----	8	9	11	22
Other -----	21	24	22	9
Number reporting -----	102	141	118	125
<u>Formal - summer*</u>				
Cotton -----	42	57	55	34
Rayon -----	12	6	14	26
Nylon, Dacron -----	38	21	21	22
Other -----	8	16	10	18
Number reporting -----	102	141	117	125

*Significant at 1 percent level by chi square test.

Table 49.--Fabrics of major garments considered worn by a majority of people in specific situations by education of wife

Situation and fabric	Education of wife			
	8 years or less	9 - 11 years	12 years	13 years and over
	Percent	Percent	Percent	Percent
<u>Work around house - winter*</u>				
Cotton -----	88	79	73	68
Wool -----	6	17	21	24
Other -----	6	4	6	8
Number reporting -----	125	101	185	86
<u>Play-recreation - winter*</u>				
Cotton -----	45	35	26	24
Wool -----	36	47	61	62
Other -----	19	18	13	14
Number reporting -----	125	100	185	86
<u>Town wear - winter*</u>				
Cotton -----	15	10	8	5
Wool -----	46	72	75	82
Rayon -----	30	14	12	8
Other -----	9	4	5	5
Number reporting -----	125	101	184	86
<u>Special occasion - winter*</u>				
Wool -----	23	30	32	36
Rayon -----	54	42	39	24
Silk -----	8	8	13	17
Other -----	15	20	16	23
Number reporting -----	124	100	185	86
<u>Special occasion - summer*</u>				
Cotton -----	53	59	64	66
Rayon -----	22	8	6	6
Nylon, Dacron, Orlon -----	14	13	17	10
Linen and silk -----	9	13	9	12
Other -----	2	7	4	6
Number reporting -----	125	100	185	86
<u>Formal - winter**</u>				
Rayon -----	59	47	52	34
Nylon -----	17	26	16	19
Silk -----	12	10	12	19
Other -----	12	17	20	28
Number reporting -----	121	98	184	83
<u>Formal - summer*</u>				
Cotton -----	40	48	51	52
Rayon -----	20	19	10	8
Nylon and Dacron -----	30	21	29	14
Other -----	10	12	10	26
Number reporting -----	121	98	183	83

*Significant at 1 percent level by chi square test.

**Significant at 2 percent level by chi square test.

Table 50.--Fabric considered suitable for major garment in specified situations by total household income

Situation and fabric	Total household income			
	\$3,000 or less	\$4,000-4,999	\$5,000-6,999	\$7,000 and over
<u>Work around house - winter*</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Cotton -----	85	74	79	62
Wool -----	9	20	19	26
Other -----	6	6	2	12
Number reporting -----	157	122	105	78
<u>Town wear - winter**</u>				
Cotton -----	13	7	12	4
Wool -----	64	66	68	83
Rayon -----	17	23	13	5
Other -----	6	4	7	8
Number reporting -----	157	122	104	78
<u>Special occasion - winter*</u>				
Wool -----	31	27	29	35
Rayon -----	44	50	35	27
Silk -----	6	9	16	21
Other -----	19	14	20	17
Number reporting -----	156	121	105	78
<u>Formal - winter*</u>				
Rayon -----	59	55	45	30
Nylon -----	18	24	17	17
Silk -----	10	8	15	17
Other -----	13	13	23	36
Number reporting -----	150	118	105	78
<u>Formal - summer*</u>				
Cotton -----	43	47	52	50
Rayon -----	19	16	10	9
Nylon and Dacron -----	32	26	26	17
Other -----	6	11	12	24
Number reporting -----	151	117	104	78

*Significant at 1 percent level by chi square test.

**Significant at 5 percent level by chi square test.

Table 51.--Wives' concepts of fabrics appropriate for selected situations by occupation of husbands

Situation and fabric	Occupation of husband			
	Profes- sional	Manager	Clerical, sales, service	Craftsman, operative
	Percent	Percent	Percent	Percent
<u>Work around house - winter*</u>				
Cotton -----	59	75	83	81
Wool -----	26	20	15	14
Other -----	15	5	2	5
Number reporting -----	68	95	100	207
<u>Town wear - winter*</u>				
Cotton -----	1	9	9	11
Wool -----	81	69	71	63
Rayon -----	9	11	16	22
Other -----	9	11	4	4
Number reporting -----	67	95	100	207
<u>Special occasion - winter**</u>				
Wool -----	43	25	28	30
Rayon -----	29	39	37	45
Silk -----	15	20	11	8
Other -----	13	16	24	17
Number reporting -----	68	95	99	206
<u>Formal occasion - summer**</u>				
Cotton -----	49	57	43	45
Rayon -----	12	8	14	17
Nylon, Dacron, etc. -----	24	15	33	26
Other -----	15	20	10	12
Number reporting -----	66	93	99	201

*Significant at 1 percent level by chi square test.

**Significant at 5 percent level by chi square test.

Table 52.--Relationship of education of wife to mean ranking of fabric characteristics in street dress for winter and special dress for winter and summer

Characteristics of fabric	Education of wife									
	8 years and under		9 - 11 years		12 years		13 - 15 years		16 or more years	
	Number reporting	Mean rank	Number reporting	Mean rank	Number reporting	Mean rank	Number reporting	Mean rank	Number reporting	Mean rank
<u>Street dress-winter</u>										
Ability to hold shape -----	529	1.55	452	1.59	740	1.62	208	1.48	105	1.47
Shrinkage -----	526	1.83	452	1.81	738	1.98	207	1.98	105	2.11
Weave -----	528	2.59	452	2.54	738	2.60	208	2.65	105	2.74
Color fastness ---	527	1.74	452	1.70	736	1.88	208	1.96	104	2.19
Color -----	529	2.13	451	2.04	740	2.17	208	2.09	105	2.09
Cost -----	529	1.78	452	1.83	738	1.76	208	1.81	105	2.08
Sheerness -----	528	2.80	452	3.05	740	3.18	207	3.15	105	3.21
Warmth or coolness	528	1.92	452	1.88	739	1.81	208	1.85	105	1.74
Soil -----	529	1.96	452	1.96	739	1.94	208	1.89	105	1.95
Wrinkle -----	527	1.83	452	1.99	740	1.89	208	1.88	104	1.86
Durability -----	529	2.11	452	1.99	738	1.91	207	2.03	105	1.84
Ease of cleaning -	527	1.94	452	1.95	740	1.96	208	1.84	105	1.86
Ease of pressing -	529	1.91	452	2.00	740	2.04	208	2.13	105	2.01
Feel on skin -----	529	2.04	452	2.06	740	2.24	208	2.15	105	2.28
<u>Special dress-winter</u>										
Ability to hold shape -----	520	1.52	448	1.58	738	1.64	208	1.57	105	1.60
Shrinkage -----	520	2.21	449	2.31	736	2.46	208	2.60	105	2.60
Weave -----	519	2.54	449	2.21	738	2.28	207	2.26	105	2.38
Color fastness ---	520	2.06	449	2.18	735	2.30	208	2.34	105	2.38
Color -----	520	1.79	449	1.70	737	1.76	208	1.70	105	1.46
Cost -----	521	1.88	449	1.95	736	1.84	208	1.97	105	2.10
Sheerness -----	520	2.54	449	2.73	736	2.92	208	2.96	105	2.98
Warmth or coolness	520	2.21	449	2.34	736	2.42	208	2.61	105	2.65
Soil -----	520	2.01	449	2.06	738	2.17	208	2.24	105	2.46
Wrinkle -----	519	1.66	449	1.69	736	1.67	208	1.80	105	1.73
Durability -----	521	2.45	449	2.52	738	2.59	206	2.71	105	3.00
Ease of cleaning -	518	2.14	449	2.20	738	2.27	208	2.28	105	2.28
Ease of pressing -	521	2.13	449	2.30	738	2.40	208	2.43	104	2.44
Feel on skin -----	521	2.02	449	2.12	737	2.31	208	2.21	105	2.41
<u>Special dress-summer</u>										
Ability to hold shape -----	520	1.51	448	1.65	735	1.69	205	1.67	105	1.74
Shrinkage -----	519	1.84	447	2.02	733	2.13	205	2.24	105	2.19
Weave -----	517	2.45	447	2.52	732	2.57	206	2.51	105	2.67
Color fastness ---	517	1.63	447	1.78	731	1.80	205	1.96	105	1.94
Color -----	519	1.80	448	1.72	734	1.78	205	1.72	105	1.54
Cost -----	519	1.93	448	2.00	733	1.91	206	1.96	105	2.09
Sheerness -----	519	1.85	448	1.94	733	2.02	206	2.10	105	2.26
Warmth or coolness	518	1.66	446	1.71	732	1.72	206	1.80	105	1.90
Soil -----	520	2.16	447	2.17	734	2.15	205	2.16	105	2.20
Wrinkle -----	518	1.62	447	1.60	734	1.46	204	1.59	104	1.56
Durability -----	520	2.56	448	2.59	735	2.63	205	2.60	105	2.90
Ease of cleaning -	518	1.98	447	2.12	734	2.16	205	2.11	104	2.15
Ease of pressing -	520	1.82	447	1.97	734	2.02	205	2.05	104	2.14
Feel on skin -----	520	1.93	448	1.90	735	2.18	206	2.03	105	2.29

Table 53.---Relationship of occupational status of family to mean ranking of fabric characteristics in a special dress for summer

Characteristics of fabric	Occupation of husband											
	Professional			Manager			Clerical			Sales		
	Number re- porting		Mean rank	Number re- porting		Mean rank	Number re- porting		Mean rank	Number re- porting		Mean rank
	Number re- porting	Mean rank	Number re- porting	Mean rank	Number re- porting	Mean rank	Number re- porting	Mean rank	Number re- porting	Mean rank	Number re- porting	Mean rank
Ability to hold shape	270	1.66	307	1.56	146	1.60	186	1.65	513	1.60	372	1.64
Shrinkage	270	2.21	307	2.13	146	2.03	186	2.13	509	1.92	371	1.96
Weave	270	2.57	305	2.43	146	2.42	185	2.63	512	2.54	371	2.47
Color fastness	270	1.96	307	1.82	145	1.83	186	1.77	509	1.65	369	1.72
Color	270	1.75	307	1.65	146	1.74	186	1.62	510	1.84	372	1.76
Cost	270	2.09	307	2.00	145	1.98	186	1.83	512	1.95	371	1.90
Sheerness	270	2.09	307	2.09	145	1.82	186	1.94	512	1.89	372	1.98
Warmth or coolness	270	1.74	306	1.81	144	1.71	186	1.71	510	1.68	372	1.64
Soil	270	2.18	307	2.17	145	1.99	186	2.16	512	2.20	371	2.15
Wrinkle	269	1.51	307	1.45	146	1.56	185	1.48	511	1.58	370	1.62
Durability	269	2.75	307	2.85	146	2.55	186	2.73	513	2.05	372	2.49
Ease of cleaning	268	2.14	306	2.17	146	2.01	186	2.11	513	2.05	371	2.11
Ease of pressing	269	2.03	306	1.99	146	2.04	186	1.96	513	1.90	370	1.98
Feel on skin	270	2.11	307	1.99	146	2.08	186	2.08	513	2.07	372	2.03

Table 54.---Relationship of occupational status of family to mean ranking of fabric characteristics in a special dress for winter

Characteristics of fabric	Occupation of husband											
	Professional			Manager			Clerical			Sales		
	Number re- porting		Mean rank	Number re- porting		Mean rank	Number re- porting		Mean rank	Number re- porting		Mean rank
	Number re- porting	Mean rank	Number re- porting	Mean rank	Number re- porting	Mean rank	Number re- porting	Mean rank	Number re- porting	Mean rank	Number re- porting	Mean rank
Ability to hold shape	270	1.55	309	1.54	146	1.51	187	1.56	513	1.57	373	1.60
Shrinkage	270	2.61	309	2.50	146	2.30	187	2.42	512	2.26	373	2.33
Weave	269	2.32	309	2.22	146	2.29	187	2.31	514	2.27	372	2.23
Color fastness	269	2.47	308	2.30	146	2.14	187	2.29	514	2.15	373	2.05
Color	270	1.76	309	1.74	146	1.69	187	1.60	515	1.76	371	1.68
Cost	270	2.08	309	1.97	146	1.93	187	1.85	514	1.87	372	1.82
Sheerness	270	2.98	309	2.81	144	2.64	187	2.73	515	2.74	373	2.80
Warmth or coolness	270	2.58	308	2.36	146	2.44	187	2.56	515	2.34	373	2.22
Soil	270	2.27	309	2.19	146	1.96	187	2.16	515	2.16	372	2.00
Wrinkle	269	1.76	309	1.65	146	1.69	187	1.61	513	1.68	373	1.65
Durability	269	2.77	308	2.84	146	2.42	187	2.80	515	2.48	373	2.40
Ease of cleaning	270	2.23	309	2.25	146	2.20	187	2.28	515	2.16	373	2.25
Ease of pressing	269	2.50	309	2.35	146	2.42	187	2.27	515	2.21	373	2.26
Feel on skin	270	2.32	308	2.04	146	2.25	187	2.30	515	2.17	373	2.22

Table 55.--Relationship of family income to mean ranking of fabric characteristics in street dress and special dress for winter and summer

Characteristics of fabric	Total household income							
	Less than \$1,999		\$2,000 - 3,999		\$4,000 - 6,999		\$7,000 and over	
	Number reporting	Mean rank	Number reporting	Mean rank	Number reporting	Mean rank	Number reporting	Mean rank
<u>Street dress - winter</u>								
Ability to hold shape ----	59	1.64	632	1.68	936	1.54	226	1.50
Shrinkage -----	59	1.90	629	1.93	935	1.87	226	2.10
Weave -----	59	2.59	630	2.75	935	2.85	226	2.59
Color fastness -----	59	1.92	629	1.81	933	1.82	226	2.04
Color -----	59	2.12	632	2.12	935	2.13	226	2.08
Cost -----	59	1.86	632	1.61	934	1.80	226	2.23
Degree of sheerness -----	59	2.92	631	3.06	935	3.08	226	3.12
Warmth or coolness -----	59	1.92	631	1.91	936	1.79	226	1.91
Soil -----	59	2.05	632	2.00	935	1.90	226	1.96
Wrinkle -----	59	2.24	630	2.04	935	1.83	226	1.80
Durability -----	59	1.95	631	1.99	936	1.90	226	2.30
Ease of cleaning -----	59	2.14	630	1.97	936	1.87	226	1.97
Pressing or ironing -----	59	1.97	631	2.02	936	1.96	226	2.15
Feel on skin -----	59	2.24	632	2.22	936	2.16	226	2.10
<u>Special dress - winter</u>								
Ability to hold shape ----	57	1.61	627	1.64	935	1.54	225	1.69
Shrinkage -----	58	2.31	627	2.32	933	2.39	225	2.68
Weave -----	58	2.57	626	2.36	934	2.27	225	2.28
Color fastness -----	58	2.17	625	2.16	934	2.26	225	2.48
Color -----	58	1.81	627	1.72	933	1.74	225	1.75
Cost -----	58	1.74	626	1.71	935	1.94	225	2.18
Degree of sheerness -----	58	2.45	625	2.73	934	2.87	225	2.91
Warmth or coolness -----	58	2.12	626	2.25	933	2.45	225	2.53
Soil -----	58	2.12	626	2.04	935	2.15	225	2.32
Wrinkle -----	58	1.83	626	1.73	933	1.67	225	1.73
Durability -----	58	2.09	626	2.41	934	2.59	225	3.02
Ease of cleaning -----	58	2.19	625	2.19	934	2.20	225	2.38
Pressing or ironing -----	58	2.24	627	2.27	934	2.32	225	2.46
Feel on skin -----	58	2.31	627	2.22	934	2.22	225	2.26
<u>Special dress - summer</u>								
Ability to hold shape ----	58	1.55	623	1.68	933	1.60	225	1.75
Shrinkage -----	58	1.78	623	2.00	929	2.09	225	2.22
Weave -----	58	2.66	622	2.60	930	2.55	255	2.44
Color fastness -----	58	1.64	619	1.72	930	1.80	225	2.01
Color -----	58	1.95	624	1.75	931	1.77	224	1.74
Cost -----	58	1.95	622	1.78	932	1.98	225	2.22
Degree of sheerness -----	58	1.71	623	1.91	931	2.00	225	2.25
Warmth or coolness -----	58	1.62	619	1.68	931	1.72	225	1.91
Soil -----	58	2.34	623	2.11	931	2.16	225	2.18
Wrinkle -----	58	1.84	620	1.63	931	1.49	224	1.50
Durability -----	58	2.36	624	2.53	932	2.60	225	3.07
Ease of cleaning -----	58	2.22	621	2.15	932	2.04	223	2.22
Pressing or ironing -----	58	2.00	623	1.96	931	1.96	224	2.09
Feel on skin -----	58	2.14	624	1.75	933	2.06	225	2.13

Table 56.---Relationship of formal participation score to mean ranking of fabric characteristics in street dress and special dress for summer

Characteristics of fabric	Formal participation score									
	None		1 - 9		10 - 19		20 - 39		40 and over	
	Number reporting	Mean rank	Number reporting	Mean rank	Number reporting	Mean rank	Number reporting	Mean rank	Number reporting	Mean rank
<u>Street dress - summer</u>										
Ability to hold shape --	252	1.68	293	1.76	474	1.75	585	1.70	433	1.64
Shrinkage -----	252	1.67	292	1.71	473	1.67	582	1.70	433	1.64
Weave -----	252	2.77	294	2.72	472	2.70	585	2.74	432	2.82
Color fastness -----	251	1.52	293	1.52	474	1.46	585	1.45	432	1.43
Color -----	252	2.00	293	2.19	474	2.03	585	1.98	432	2.01
Cost -----	252	1.90	294	1.83	474	1.78	584	1.94	433	1.86
Sheerness -----	251	2.13	294	2.04	474	1.99	585	2.08	432	2.07
Warmth or coolness -----	250	1.54	293	1.49	474	1.48	585	1.45	433	1.41
Soil -----	251	2.23	294	2.17	471	2.08	585	2.05	432	2.06
Wrinkle -----	249	1.65	293	1.61	474	1.59	584	1.53	433	1.49
Durability -----	252	2.38	294	2.29	473	2.22	585	2.27	432	2.17
Ease of cleaning -----	251	1.84	293	1.88	470	1.81	584	1.79	433	1.77
Ease of pressing -----	252	1.60	294	1.61	473	1.71	584	1.57	433	1.63
Feel on skin -----	252	2.13	294	2.14	473	2.03	585	2.01	433	1.94
<u>Special dress - summer</u>										
Ability to hold shape --	248	1.62	290	1.71	467	1.68	581	1.58	429	1.62
Shrinkage -----	248	2.00	290	2.05	466	2.02	578	2.05	429	2.08
Weave -----	248	2.62	289	2.67	465	2.51	578	2.46	429	2.49
Color fastness -----	247	1.85	289	1.79	464	1.78	579	1.76	428	1.74
Color -----	248	1.79	290	1.87	466	1.74	580	1.70	429	1.73
Cost -----	248	2.01	291	1.86	464	1.88	581	2.00	429	1.97
Sheerness -----	247	2.10	291	1.99	466	1.97	580	1.92	429	1.99
Warmth or coolness -----	246	1.79	290	1.68	466	1.69	579	1.69	428	1.77
Soil -----	248	2.08	291	2.15	465	2.22	580	2.14	429	2.18
Wrinkle -----	244	1.70	290	1.57	467	1.60	579	1.45	429	1.54
Durability -----	248	2.75	291	2.49	466	2.54	581	2.65	429	2.71
Ease of cleaning -----	247	2.09	291	2.15	464	2.08	581	2.07	427	2.14
Ease of pressing -----	248	1.92	291	1.99	465	1.99	580	1.91	428	2.02
Feel on skin -----	248	2.03	291	2.18	467	2.05	581	1.99	429	2.03

Following is the basic questionnaire used for the first wave of interviewing. The major portion of the results presented in this report are based on this questionnaire. Questionnaires used at the time of subsequent interviewing will be presented in a later report.

Pennsylvania State University
University Park, Pennsylvania
U. S. Department of Agriculture
Washington, D. C.

Study of the Stability of Criteria
Used by Homemakers to Evaluate Fab-
rics in Selected Items of Women's Clothing

Budget Bureau No. 40-R-2838
Expiration date- 1/31/57

We are making a study of what homemakers consider in choosing fabrics for dresses. This study is being conducted by the Pennsylvania State University in cooperation with the United States Department of Agriculture.

1. What characteristics would be important to you to have in a fabric for a dress suitable to wear downtown shopping -- In winter? In summer?
2. a) We have here 14 things that women might consider in choosing the fabric of a dress:

Ability to hold its shape	Degree of warmth or coolness it provides
Amount of shrinkage	Degree to which it will show or pick up
Appearance of weave--smooth,	soil
nubby, ribbed, etc.	Degree to which it will wrinkle
Color fastness, will it fade	Durability -- length of time it will wear
Color (range of color)	Ease of cleaning
Cost	Ease of pressing or ironing
Degree of sheerness	Feeling on skin

Thinking in terms of your present situation, we want you to rate these characteristics in terms of their importance to you. Would you please read these over, thinking about a dress suitable to wear downtown shopping in the winter months, say January or February. (Pause - give time to read through.) We would like to have you sort these cards into 4 piles. In pile 1 place those statements which you feel are most important in choosing the fabric in a dress for street wear. In pile 4 place those items which are least important to you. In between these two extremes place the other statements in those piles indicating their relative importance to you. This means when you are through, the statements will be in 4 piles arranged in order of importance to you. The number of statements in each does not matter. (Record pile numbers on chart.)

- b) (Reshuffle cards) Now will you sort these again considering a street dress for summer, say July. (Record pile numbers)
- c) (Reshuffle cards) Sort again for a dress suitable to wear on a special occasion such as an anniversary or birthday in winter. (Record pile number)
- d) (Reshuffle cards) Now one last time resort them for a dress for a special occasion for summer.
3. In selecting a dress to wear downtown, what color would you prefer for --
Winter -- 1st choice? 2nd choice?
Summer-- 1st choice? 2nd choice?
4. In selecting a dress for a special occasion, what about color --
Winter -- 1st choice? 2nd choice?
Summer -- 1st choice? 2nd choice?
5. (Show samples [appearance] - record letter.)
Now what about the appearance of the weave, which of these would you prefer for:
a) a dress to wear downtown - Winter (Reason)? -- Summer (Reason)?
b) a dress for a special occasion - Winter (Reason)? Summer (Reason)?
6. (Show samples [degree of sheerness] - record letter.)
Now what about the degree of sheerness - which of these would you prefer for:
a) a dress to wear downtown - Winter (Reason)? Summer (Reason)?
b) a dress for a special occasion - Winter (Reason)? Summer (Reason)?

7. (Have interviewee feel samples in plastic bags) - Now in terms of feeling on your skin, are there any of these you would not like? Yes? No? - If yes, which ones?
What is there about it you do not like?
Is there one which you prefer above the others? Yes? No? - If yes, which one? What do you like about it?
8. In selecting:
a) A winter dress to wear downtown, do you want to wash it in soap and water? - dry clean it?
b) A summer dress to wear downtown, do you want to wash it in soap and water? - dry clean it?
c) A winter dress for special occasion, do you want to wash it in soap and water? - dry clean it?
d) A summer dress for special occasion, do you want to wash it in soap and water? - dry clean it?
9. Now let's consider these five fabrics: Cotton, wool, linen, rayon, nylon -- Tell me which ones you think would be suitable for the following situations:
1. Work (around the house)
 2. Play, recreation
 3. Town wear, (street dress, business, shopping)
 4. Special occasions (parties, dining out, etc.)
 5. Formal wear

You may check as many situations as you like. (Suitable for situation, but not necessarily wear themselves)

- a) (Show card) Which of these situations do you think _____ would be suitable for in summer?
in winter?
10. Now tell me, have you worn cotton dresses in the last few years? Yes? No?
If yes, frequently? occasionally? hardly ever?
If yes: Can you tell me what kinds of situations you generally wear your cotton dresses?
11. Have you worn wool dresses? Yes? No? - If yes, frequently? occasionally? hardly ever?
If yes: What kinds of situations?
12. Have you worn linen dresses? Yes? No? - If yes, frequently? occasionally? hardly ever?
If yes: What kinds of situations?
13. Have you worn rayon dresses? Yes? No? - If yes, frequently? occasionally? hardly ever?
If yes: What kinds of situations?
14. Have you worn nylon dresses? Yes? No? - If yes, frequently? occasionally? hardly ever?
If yes: What kinds of situations?
15. Now let's talk about _____ dresses. (Select one kind of fabric with which respondent has had experience according to sampling plan.)
Rate this fabric as to how well you think it can give you what you want in these characteristics:
- | <u>Yes</u> | <u>No</u> | : |
|------------|-----------|--|
| | | Can you get the colors you like |
| | | Does the color fastness suit you |
| | | Is it available in the kind of weave you like |
| | | Is it available in the degree of sheerness you want |
| | | Does its wrinkle resistance suit you |
| | | Does it stay looking clean for a reasonable length of time |
| | | Is it easy to clean |
| | | Is it durable enough to suit you |
| | | Is its cost reasonable |
| | | Does its ability to provide warmth or coolness suit you |
| | | Is its feeling on you skin satisfactory |
| | | Is it sufficiently shrink proof |
| | | Does it hold its shape to suit you |
16. Now let's discuss a dress of yours. Think of the last dress you bought, other than a house dress which you have worn several times. About what did you pay for it?
Is this what you usually pay? Yes? No?
(If no, write in comment)

17. Now, what is there about the fabric in this dress which made you choose it?
(Probe for characteristics of fabric)

18. We would like you to think about the fabric in this dress --how does it measure up to what you want in terms of the following: (Completely satisfied -- Only partially satisfied)

Characteristics

Its color	Its ease of pressing or ironing
Appearance of weave	Its durability
Its sheerness	Its cost
Its wrinkle resistance	Its ability to provide warmth or coolness
Its ability to stay clean looking	The feeling of the fabric on the skin
Its ease of cleaning	The amount of shrinkage
Do you wash it in soap and water -	Its ability to hold its shape
Do you dryclean it at home -	
at cleaners	

Description (take their definition)

What color is it?	What kind of weave?
What kind of fabric?	What season of the year do you wear it?
	What situations do you wear it for?

19. We know what you think about fabrics; now we would like to know something about your family background which can affect what you want in fabrics.

- a) Persons living in household; b) Relation to ~~homemaker~~; c) Age last birthday;
d) Last grade of school completed; e) Occupation (kind of work done)

20. Now we would like to know something about your outside activities -- (Yes? No? About how often?)

Do you:

Visit other families	Attend dances
Dine at restaurant	Attend movies
Dine at friend's house	Attend plays, concerts, or lectures
Entertain at home for evening, (bridge, games, talk, etc.)	Attend sports events
Entertain at meals	Participation in sports activities (bowling, tennis, golf, etc.)
Attend bridge or card parties	

21. a) Now about organizations, do you belong to any clubs or groups which have elected officers and hold regular meetings? - What are they? (List name of organizations and pattern of participation. If both church and a Sunday School class or an auxiliary of the church is given, list both.)

b) Now, what about your husband (Same questions as wife)

c) Are there any activities of the organization you attend even though you are not a member?
(List name and appropriate letters) d. How about your husband (same Q. as c))

22. We would also like to know about the total amount of income available for family expenses. Would you look at this card and tell me which number applies to you. We are interested in earnings before deductions.

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